



aractech

Global Learning for Operational Leaders

DIGITAL INNOVATION AND TRANSFORMATION | DIT-016

Prompt Engineering for Business Professionals

Contact

+31 85 7444446
info@aractech.com
<https://aractech.eu>

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

The quality of generative AI output depends heavily on how clearly a professional defines the task, supplies relevant context, establishes constraints, and evaluates the resulting response. Poorly constructed prompts can produce generic, incomplete, inaccurate, or unusable results, while structured prompting can significantly improve the relevance and consistency of AI-assisted business work.

This Prompt Engineering for Business Professionals course develops practical skills for communicating effectively with generative AI systems such as ChatGPT, Microsoft Copilot, Gemini, and other large language model applications. Participants learn how to design, test, refine, and standardize prompts for business writing, research, analysis, decision support, document processing, and recurring workplace workflows. The programme focuses on practical business use rather than programming or technical AI development.

Course Methodology

- The programme is highly practical and combines instructor demonstrations, guided prompting exercises, prompt comparison tests, business scenarios, output evaluation, group workshops, and individual practice. Participants progressively develop prompts from simple instructions to structured multi-step workflows and build a reusable professional prompt library aligned with their own workplace responsibilities.

Course Objectives

- Understand how prompt design influences generative AI outputs
- Structure prompts using clear objectives, context, instructions, constraints, and output requirements
- Apply prompting techniques to business writing, research, analysis, and problem-solving
- Use examples and reference material to improve response relevance and consistency
- Break complex business tasks into effective multi-step prompt sequences
- Refine AI responses through iteration, critique, verification, and follow-up prompts

Target Audience

- This course is suitable for:
- Managers and team leaders
- Business analysts and consultants

Course outline

Detailed course outline

Day-by-day outline for Prompt Engineering for Business Professionals.

Day 1 - Prompt Engineering Fundamentals for Business Applications

- Understanding prompts, context, instructions, AI responses, and the role of large language models in business applications
- Identifying why vague, conflicting, or incomplete prompts produce weak business outputs
- Structuring prompts around objectives, background information, tasks, constraints, audience, and expected deliverables
- Controlling response format, tone, length, terminology, scope, and level of detail
- Comparing zero-shot, example-based, and iterative prompting approaches for different professional tasks
- Practical exercise: Transforming poorly written prompts into structured business prompts and comparing the resulting outputs

Day 2 - Advanced Prompt Design and Context Engineering

- Providing relevant business context without overwhelming the model with unnecessary information
- Using examples, reference content, templates, and desired output structures to guide AI responses
- Breaking complex assignments into smaller tasks through prompt decomposition and staged workflows
- Using follow-up prompts to clarify, expand, challenge, restructure, and improve generated content
- Designing prompts that request assumptions, limitations, missing information, and verification requirements
- Prompt workshop: Developing reusable prompt templates for reports, proposals, emails, summaries, presentations, and executive briefings

Course outline

Detailed course outline

Day-by-day outline for Prompt Engineering for Business Professionals.

Day 3 - Prompt Engineering for Research, Analysis and Decision Support

- Designing research prompts that define scope, questions, evidence requirements, and expected analytical outputs
- Prompting AI to summarize, compare, classify, extract, and organize information from business documents
- Using structured prompts for SWOT analysis, scenario exploration, root-cause analysis, and option comparison
- Developing prompts for financial, operational, customer, project, and performance-related business questions
- Challenging AI-generated conclusions through critique prompts, alternative perspectives, and verification steps
- Case study: Building a sequence of analytical prompts to investigate a business problem and prepare a management decision brief

Day 4 - Building Reusable Prompt Workflows for Business Functions

- Developing prompt libraries for management, HR, marketing, finance, procurement, projects, operations, and administration
- Designing multi-step workflows that move from research and analysis to drafting, review, refinement, and final output
- Creating reusable prompt templates with variables for audiences, objectives, data, constraints, and deliverables
- Using AI to transform information between reports, tables, summaries, presentations, action plans, and stakeholder communications
- Establishing human review points for sensitive, high-impact, or decision-related AI outputs
- Practical workshop: Designing an end-to-end prompt workflow for a recurring professional business process

Course outline

Detailed course outline

Day-by-day outline for Prompt Engineering for Business Professionals.

Day 5 - Prompt Quality, AI Verification and Professional Governance

- Establishing criteria for evaluating prompt effectiveness and AI response quality
- Identifying hallucinations, unsupported claims, missing context, bias, and misleading confidence in generated responses
- Applying fact-checking, source verification, cross-checking, and human review to AI-assisted work
- Protecting confidential information, personal data, intellectual property, and commercially sensitive business content
- Measuring prompt effectiveness through accuracy, relevance, consistency, time savings, and reduction in manual rework
- Capstone exercise: Developing and presenting a Professional Prompt Engineering Toolkit containing reusable prompts, workflow templates, quality checks, and responsible-use controls

Seminar dates

Available seminar dates

Live dates and pricing for Prompt Engineering for Business Professionals generated from the course details page.

Date	Location	Format	Fee
------	----------	--------	-----