

Masterclass on Empowering Business with ChatGPT & AI Tools

Duration: 3 hrs

Overview

This course provides a comprehensive journey into the world of Generative AI, starting with foundational concepts, industry impact, and practical business use cases. It delves into the functionality of ChatGPT, offering hands-on demo experience for tasks like email drafting, brainstorming, and report generation. Participants will also explore tailored AI applications for departments like Marketing, HR, Operations, and Strategy, along with an introduction to platforms like LangChain, LlamaIndex, and Azure OpenAI. Critical topics like data privacy, ethical considerations, and governance frameworks are covered to ensure responsible AI use. The program concludes with an interactive session to discuss ideas, plan next steps, and explore pilot opportunities for real-world implementation.

Course Agenda

Module 1: Introduction to Generative AI

- What is Generative AI?
- Impact across industries
- Use cases in business

Module 2: ChatGPT for Business Users

- What is ChatGPT?
- How it works (simplified)
- Use cases: Drafting emails, analysis, brainstorming, report generation

Module 3: Hands-on with ChatGPT

- Live demo: writing, summarizing, translating
- Prompt engineering basics
- Do Do's and don'ts

Module 4: Exploring AI Tools for Departments

- Marketing: content, campaigns, SEO
- HR: JD creation, surveys, policy drafts
- Operations: SOPs, automation ideas
- Strategy: competitor insights, market trends

Module 5: Overview of Key Platforms

- Introduction to LangChain, LlamaIndex, and Azure OpenAI
- Use in enterprise apps
- When to consider custom AI solutions

Module 6: Risks, Ethics & Governance

- Data privacy concerns
- Ethical use of AI
- Guardrails and approval frameworks

Module 7: Q&A and Interactive Discussion

- Discuss department-specific ideas
- Next steps and pilot opportunities
- Open Discussion and Wrap-up