

## ChatGPT for Business Professional

Course duration: 16 hours (2 days)

### Course Objectives

- Build practical understanding of Generative AI
- Enable professionals to use ChatGPT/ Microsoft Copilot/ Google AI Studio effectively
- Develop strong prompting skills
- Apply Generative AI to executive and functional use cases

Pre-requisites: No prior knowledge of Generative AI required

### Syllabus

#### Module 1. Introduction to Generative AI

- Understanding the basics of Generative AI
- Real-world applications and impact
- Overview of tools: ChatGPT, Google AI Studio, and Microsoft Copilot
- Use cases and applications of Generative AI

#### Module 2. Exploring ChatGPT/ Microsoft Copilot/ Google AI Studio

- Generating Summarization using PDF
- Drafting emails, creating reports, and brainstorming
- Advanced Data Analysis using Excel
- Creating charts using Excel

#### Module 3. Introduction to Prompting

- Understanding Prompts
- Importance of Prompt Structure
- Prompting Styles and Their Usage

## Module 4 Text Prompting and Image Prompting

- Understanding Text Prompting
- Iterative Techniques for Text Prompting
- Using Summarization Techniques
- Inference Techniques in Text Prompting
- Transformation Techniques for Text
- Practical Applications of Text Prompting Techniques
- Basics of Image Prompting
- Use Cases and Examples in Image-based Applications
- Practical Applications of Image Prompting

## Module 5 Executives Use Case

- Empower your workforce with GenAI: Sales Use Case
- Empower your workforce with GenAI : IT Use Case
- Empower your workforce with GenAI Marketing Use Case
- Empower your workforce with GenAI Finance Use Case
- Empower your workforce with GenAI HR Use Case
- Empower your workforce with GenAI Operations Use Case