KOENIG SOLUTIONS · COURSE OUTLINE

GenAI Workshop: Prompt Engineering & Azure OpenAI (Koenig Original)

Learn to craft effective prompts and apply Generative AI and Azure OpenAI to real business tasks and workflows.

4	24	14
MODULES	TOPICS	HANDS-ON ACTIVITIES

COURSE OVERVIEW

This course explains the difference between AI, automation and Generative AI, how GenAI produces text and images, and where its limitations lie. It then builds prompting skills, covering role, task, context, constraints, output format, few-shot examples and structured outputs. Attention turns to business use cases such as content creation, HR, sales, customer communication and document-based workflows using no-code instructions. The course closes with enterprise adoption topics, including responsible use, Azure OpenAI Service, the prompt-model-response flow, retrieval-augmented generation and where minimal code fits alongside prompting.

WHO THIS COURSE IS FOR

Business Analysts | **HR Professionals** | **Sales Teams** | **Content Creators** | **Knowledge Workers** | **IT Adoption Leads**

LEARNING OBJECTIVES

- Explain the difference between AI, automation and Generative AI
- Identify limitations of GenAI such as hallucinations and errors
- Apply prompting techniques including role, context and constraints
- Compare good prompts against poor prompts for given tasks
- Develop structured outputs such as tables, bullets and summaries
- Assess business use cases including HR, sales and customer communication
- Describe the RAG concept for grounding responses in documents
- Plan enterprise GenAI adoption using Azure OpenAI Service

COURSE SYLLABUS

4 Modules, 24 Topics

01

3 Demonstrations

AI & GenAI Fundamentals – What, Why, and Limits

TOPICS

- What is AI vs Automation vs Generative AI
- Real-world AI examples participants already use
- What makes Generative AI different
- How GenAI produces text and images (conceptual)
- Limitations of GenAI (errors, hallucinations, dependency on input)

02

3 Demonstrations

Using GenAI Effectively – Prompting Skills

TOPICS

- Prompting as communication (not coding)
- Role, task, context, constraints, output format
- Good prompts vs poor prompts
- Few-shot prompting using examples
- Getting structured outputs (tables, bullets, summaries)

03

4 Demonstrations

Business Use Cases & No-Code Workflows

TOPICS

- Content creation
- HR & recruitment
- Sales & proposals
- Customer communication
- Knowledge summarization
- Working with documents using GenAI
- Simple GenAI workflows using instructions only
- When to use GenAI vs human judgment

04

4 Demonstrations

Enterprise GenAI – Azure, Light Code & Adoption

TOPICS

- Responsible use essentials (data safety, human review)
- Enterprise GenAI overview using Microsoft Azure OpenAI Service
- Prompt → model → response flow
- RAG concept (using enterprise documents with GenAI)
- Where minimal code fits (API usage vs prompting)
- How teams can get started with GenAI adoption

HANDS-ON ACTIVITIES

Practise What You Learn

#	MODULE	ACTIVITY
01	**AI & GenAI Fundamentals – What, Why, and Limits**	■ Same question → different AI responses ■ Creativity vs accuracy behavior ■ Confident but incorrect answer example
02	**Using GenAI Effectively – Prompting Skills**	■ Weak prompt → improved prompt ■ Using AI as analyst, writer, reviewer ■ Rewriting content for tone and audience
03	**Business Use Cases & No-Code Workflows**	■ Upload document → summary & insights ■ Ask questions from internal documents ■ Meeting notes → action items ■ Multi-step task using natural language instructions
04	**Enterprise GenAI – Azure, Light Code & Adoption**	■ Prompting in Azure OpenAI Studio (no code) ■ Asking grounded questions from documents ■ Simple Azure OpenAI API call (few lines, explained) ■ Reducing hallucinations with context

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

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