

Course No. 1184

AI Prompt Engineering Training Course

**GENERATIVE AI
ARTIFICIAL INTELLIGENCE & APPLICATIONS**

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The AI Prompt Engineering Training Course is a comprehensive professional development program designed to equip executives, managers, specialists, and business professionals with the knowledge and practical skills required to effectively communicate with Artificial Intelligence systems using structured prompt engineering techniques. As Generative AI becomes an essential component of modern organizations, the ability to design clear, accurate, and outcome-oriented prompts has emerged as one of the most valuable workplace skills. This course enables participants to maximize the value of AI technologies by learning how to generate high-quality outputs, improve productivity, support decision-making, and optimize business processes through effective human-AI interaction.

Government entities, ministries, public sector organizations, banks and financial institutions, oil and gas companies, healthcare providers, manufacturing organizations, educational institutions, consulting firms, and multinational corporations are increasingly adopting Generative AI platforms such as ChatGPT, Microsoft Copilot, Google Gemini, Claude AI, and other enterprise AI assistants. While these technologies offer significant opportunities for automation and innovation, their effectiveness largely depends on the quality of user instructions. Prompt engineering has therefore become a critical competency for organizations seeking to achieve consistent, accurate, secure, and business-focused AI outcomes.

This course provides participants with practical methodologies for designing, refining, and optimizing prompts across a wide range of enterprise applications. Participants will learn prompt engineering frameworks, prompt optimization strategies, role-based prompting, chain-of-thought prompting concepts, structured prompting, contextual prompting, iterative refinement techniques, AI output evaluation, workflow automation, and business-specific prompt development. The course also covers responsible AI practices, governance, cybersecurity, data privacy, intellectual property considerations, AI risk management, and organizational best practices for enterprise AI adoption.

The AI Prompt Engineering Training Course combines practical workshops, hands-on exercises, business case studies, and internationally recognized best practices to help participants confidently integrate prompt engineering into everyday business activities. By the end of the program, participants will be able to design effective prompts for multiple AI platforms, improve business productivity, automate repetitive knowledge work, enhance collaboration, strengthen decision-making, and support enterprise-wide AI implementation that drives innovation, operational excellence, and sustainable organizational performance.

Objectives

- Analyze the principles and business value of AI Prompt Engineering.
- Develop structured prompt engineering skills for enterprise AI platforms.
- Evaluate different prompting techniques for various business scenarios.
- Apply prompt engineering methodologies to improve AI-generated outputs.
- Design optimized prompts for content creation, research, analysis, reporting, and decision support.
- Improve business productivity through effective AI interaction.
- Strengthen understanding of responsible AI, governance, cybersecurity, privacy, and intellectual property.
- Implement best practices for evaluating, validating, and refining AI-generated responses.
- Assess organizational readiness for enterprise AI adoption through prompt engineering.
- Align prompt engineering practices with digital transformation, innovation, and operational excellence objectives.

Who Should Attend

This course is designed for executives, senior managers, department managers, digital transformation leaders, innovation managers, project managers, operations managers, IT managers, business analysts, consultants, communication specialists, HR professionals, finance professionals, legal professionals, compliance officers, customer service managers, learning and development specialists, and decision-makers seeking to maximize the business value of Artificial Intelligence.

The program is equally valuable for professionals working in government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, healthcare providers, manufacturing companies, educational institutions, telecommunications organizations, consulting firms, and multinational corporations implementing enterprise AI initiatives.

Professionals responsible for strategy, governance, project delivery, marketing, procurement, quality management, research, policy development, business operations, enterprise transformation, knowledge management, and organizational improvement will benefit from the practical frameworks and enterprise-focused methodologies presented throughout the course.

Learning Outcomes

- By the end of this course, participants will be able to:
- Explain the principles and importance of AI Prompt Engineering.
- Design effective prompts for multiple Generative AI platforms.
- Apply structured prompting techniques to improve AI output quality.
- Develop prompts for business writing, reporting, analysis, research, and decision support.
- Evaluate AI-generated outputs for quality, accuracy, consistency, and relevance.
- Optimize prompts through iterative refinement techniques.
- Apply responsible AI principles while protecting confidential organizational information.
- Integrate prompt engineering into business workflows to improve productivity.
- Support enterprise AI implementation using standardized prompting methodologies.
- Contribute to organizational digital transformation through effective AI communication.

Course Outline

DAY 01

Foundations of AI Prompt Engineering

- Introduction to Generative AI and Prompt Engineering
- How AI language models interpret prompts
- Business value of effective prompting
- Common prompting mistakes and best practices

PRACTICAL WORKSHOP ON PROMPT ANALYSIS AND IMPROVEMENT

DAY 02

Prompt Engineering Techniques

- Role-based prompting
- Contextual prompting and structured prompts
- Prompt optimization and refinement

DAY 02 — CONTINUED

- Business communication and content generation

PRACTICAL EXERCISE

Practical exercise on developing professional prompts for enterprise scenarios

DAY 03

Prompt Engineering Across Business Functions

- Prompt engineering for project management and operations
- AI-assisted reporting, research, and decision support
- Prompt design for HR, finance, customer service, procurement, and marketing
- Responsible AI, governance, privacy, cybersecurity, and compliance

WORKSHOP ON EVALUATING ENTERPRISE AI BUSINESS CASES

DAY 04

Enterprise AI Productivity and Workflow Design

- Integrating prompt engineering into organizational workflows
- Developing reusable prompt libraries
- AI-assisted knowledge management and collaboration
- Measuring AI productivity and business value

PRACTICAL WORKSHOP ON DESIGNING ENTERPRISE PROMPT FRAMEWORKS

DAY 05

Building an AI-Driven Organization

- Future trends in Prompt Engineering and Generative AI
- Standardizing prompt engineering across the enterprise
- International best practices for enterprise AI adoption

DAY 05 — CONTINUED

- Continuous improvement through AI-enabled innovation

FINAL WORKSHOP

Final workshop involving the development of a comprehensive enterprise prompt engineering strategy integrating standardized prompting methodologies, workflow optimization, AI governance, responsible AI principles, cybersecurity, data protection, organizational readiness, performance measurement, prompt library development, change management, and continuous improvement to maximize productivity, operational excellence, digital transformation, innovation, and sustainable organizational success.

Register or Request More Information

Course page: <https://quest-training.com/courses/ai-prompt-engineering-training-course>

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