



 Cognixia[®]

**Prompt Engineering
for Business Leaders**

www.cognixia.com

About Cognixia

Cognixia- A Digital Workforce Solutions Company is dedicated to delivering exceptional trainings and certifications in digital technologies. Founded in 2014, we provide interactive, customized training courses to individuals and organizations alike, and have served more than 130,000 professionals across 45 countries worldwide.

Our team of more than 7000 industry experts facilitate more than 450 comprehensive digital technologies courses, along with state-of-the-art infrastructure, to deliver the best learning experience for everyone. Our comprehensive series of instructor-led online trainings, classroom trainings and on-demand self-paced online trainings cover a wide array of specialty areas, including all of the following:

- IoT
- Big Data
- Cloud Computing
- Cyber Security
- Machine Learning
- AI & Deep Learning
- Blockchain Technologies
- DevOps

Cognixia is ranked amongst the top five emerging technologies training companies by various prestigious bodies. We're also RedHat Enterprise Partner, Microsoft Silver Learning Partner and an authorized training partner for ITIL, Automation Anywhere and ISC2.



OUR AWARDS & AFFILIATIONS

 **Best Workplace Amongst Emerging Enterprises** Awarded By **Great Indian Workplace Awards – 2018** Mumbai, India



 **Best Training Provider of the Year** Awarded By **The Golden Globe Tiger Awards – 2018** Kuala Lumpur, Malaysia



World HRD Congress has awarded for Excellence in Training (Asia) 

  **WORLD HRD CONGRESS** Cognixia is awarded as Training Company of the Year, 2018



ISO 9001:2015 Certified Quality Management System



ISO/IEC 27001:2013 Certified Information Security Management System



Best Emerging Technology Training Organization at the Middle East Training & Development Leadership Awards 2018 

 **TOP 5 CLOUD TRAINING INSTITUTIONS INDIA 2016**  **HIGHER EDUCATION REVIEW**





 **TOP 5 Big Data TRAINING INSTITUTES 2017** 



 **TOP 10 IoT TRAINING INSTITUTES 2017 PROMISING IN INDIA** 



 Top 10 IoT Training Companies for the Second consecutive year. 



 **siliconindia** BEST TRAINING PROVIDER **BIG DATA HADOOP DEVELOPER OF THE YEAR 2016** 

 Top 10 IoT Training Institutes – 2016 



  Asian Training & Leadership Award, Dubai 

 **TOP 5 Emerging Technologies 2016 TRAINING COMPANIES** 



AUTHORIZED TRAINING PARTNERS FOR



Generative AI Market Outlook

- The generative AI market is poised to explode, growing to \$1.3 trillion over the next 10 years from a market size of just \$40 billion in 2022, according to a new report by Bloomberg Intelligence.
- The rising demand for generative AI products could add about \$280 billion of new software revenue, driven by specialized assistants, new infrastructure products, and copilots that accelerate coding.
- Bloomberg Intelligence estimates that generative AI is poised to expand its impact from less than 1% of total IT hardware, software services, ad spending, and gaming market spending to 10% by 2032.

Cognixia's Prompt Engineering for Business Leaders training & certification

Generative AI can be a very useful tool to have in your repertoire but the key to getting the perfect output is to give it the right inputs. This calls for writing effective prompts that the AI can understand and deliver the best results. This course will focus on helping learners think analytically to write effective outcome-oriented prompts. It will also discuss how to use Generative AI to accomplish regular business tasks and share insightful techniques and approaches for this.

Who should take this course?

This course is designed for business leaders and managers with critical thinking and analytical skills. They would need to be familiar with design thinking and have some leadership as well as managerial experience. A leader driven by innovation and creativity, with great business acumen would find this course immensely useful.

Prerequisites

For this course, learners need:

- Basic business acumen
- Good communication skills
- Critical thinking and analytical skills
- Familiarity with design thinking
- Experience with leadership and management
- Interest in innovation and creativity

Program Structure

- 24 hours of live online instructor-led training
- Industry-experienced instructor
- 24x7 dedicated PoC support
- Multiple hands-on exercises and labs to ensure a great learning experience

DETAILED CURRICULUM : MODULES

Introduction

- What is Generative AI?
- The capabilities
- Why learn how to use Generative AI effectively?
- Different popular platforms
- Important terms and definitions
- Use cases now and near future

Basic Generative AI and Search Engines

- When to use Generative AI over Search Engines
- Using Search Engines over Generative AI
- Effective Search Engine use and advanced tools
- Industry and competition research
- Built-in browser models
- Blended approach

Responsible Generative AI – Ethics and Pitfalls

- Generative AI – Ethics and Best Practices
- Ensuring ethical and responsible use of Generative AI in your projects
- Understanding the ethical implications of Prompt Engineering
- Fact-checking and false information
- Verifying sources
- Reviewing real use-cases

Using a Generative AI Platform

- What is Natural Language Processing (NLP)?
- Introduction to Language Models
- How Generative AI leverages NLP for text generation
- Using ChatGPT (Or Google Bard per request)

Digital DNA: DNA Methodology and Collaboration

- Digital DNA methodology to create habits
- Why critical thinking is highly sought after
- Confirming ability to critically think through exercises
- Best practices to build foundations
- Expanding results and existing knowledge
- Brainstorming techniques
- Effective brainstorming with Generative AI
- Identifying hallucinations and false information
- Confirmation of solutions
- Generative AI as a Collaborator
- Enhancing the problem-solving abilities
- Leveraging Generative AI with L&D
- Idea generation
- Concise prompt communication
- Maintenance of Digital DNA methodology

Business Prompting Techniques, Approaches, and Methodologies

- Effective, clear, and specific prompting
- Popular Prompt Engineering techniques
- Providing direction and time for Generative AI platforms to “think”
- Understanding and inferring sentiment and tones in generated texts
- Accessing and interacting with the GPT API using ChatGPT
- Overcoming hallucinations
- Summarization and expanding
- Transforming for text tasks
- Mastering iterative prompt development
- Collecting and cleaning data for training Generative AI

DETAILED CURRICULUM : MODULES

Business Prompting Techniques, Approaches, and Methodologies

- Preparing data or Generative AI training
- Best practices for prompt formatting
- Best prompting techniques – Being specific in your questions to Generative AI
- Prompt conditionals and logic
- Prompt delimiters
- Fine-tuning Generative AI for specific tasks
- Documentation, effective setup, and organization of prompts
- Generative AI and presentation and creation
- Generative AI with Microsoft Excel
- Formatting emails, responses, and proposals

Cognixia USPs



LIFETIME LMS ACCESS



24 x 7 SUPPORT



REAL-LIFE PROJECTS & CASE STUDIES



INDUSTRY EXPERTS AS TRAINERS



INDUSTRY STANDARD CERTIFICATE



POTENTIAL CAREER OPTIONS

SENIOR LEADERSHIP ROLES

MANAGEMENT PROFILES



Prompt Engineering for Business Leaders



To learn more visit
<https://www.cognixia.com/>