

Prompt Engineering for AI Optimisation in Business

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

Ready to dive into the world of AI? Join our practical, hands-on course!

Learn how to **optimise AI performance, explore diverse applications, and train models effectively**. Discover the limitless possibilities in business, no tech knowledge required.

Duration

3.5 hours

Language

Cantonese (supplemented with English terminology and handouts)

Course fee

Depends on number of participants, duration, venue and course content

Course Objectives

- Master Prompt Engineering strategies and structure for optimizing AI performance in the workplace
- Explore complex use cases of Prompt Engineering for different business applications
- Develop skills to train and fine-tune AI models using sophisticated prompt techniques

Enquiry / Enrolment

Please contact our consultant for programme arrangement:

Ms Becky YU | Senior Consultant, HKPC Academy
+852 2788 5029 | beckyyu@hkpc.org

Course Outline

1. Introduction to AI in Business – 15 mins

- A. Overview of AI technologies and their integration into various business sectors.
- B. Real-world examples of AI transforming workflows and decision-making processes.
- C. Discussion on AI ethics and privacy considerations in the workplace.

2. Basics of Prompt Engineering – 30 mins

- A. What is Prompt Engineering? Definition and scope.
- B. Understanding the importance of well-structured prompts for effective AI interaction.
- C. Types of prompts: Informative, evaluative, and generative.

3. Hands-On Prompt Creation – 60 mins

- A. Practical session: Writing prompts for common business tasks (e.g., email drafting, customer queries).
- B. Techniques for crafting clear, concise, and effective prompts.
- C. Testing and refining prompts: Feedback loops and iteration.

4. Custom AI Solutions with Prompt Engineering – 105 mins

- A. Tailoring prompts for specific business functions such as HR, Digital Marketing, Finance, Admin, and more.
- B. Workshop: Building a mini project where participants create a set of custom prompts for a chosen function.
- C. Sharing session: Presenting projects and peer review for practical feedback and refinement.

Enquiry / Enrolment

Please contact our consultant for programme arrangement:

Ms Becky YU | Senior Consultant, HKPC Academy
+852 2788 5029 | beckyyu@hkpc.org