

Step confidently into the AI-driven world and lead with innovation!

High  
on  
Demand

# AI+ PROMPT ENGINEER



INTERNATIONAL 

## INTRODUCTION:

Program equips professionals with the essential skills to design effective prompts and optimize AI-driven solutions across various industries. With a blend of foundational AI knowledge and practical, project-based learning, participants gain a competitive edge in the rapidly evolving field of artificial intelligence.

## PREREQUISITES:

- Understanding AI basics and practical applications without needing technical expertise.
- Being open to creative approaches for generating new ideas and using AI tools to achieve goals.

## WHO SHOULD ENROLL?

- Business Professionals
- AI Enthusiasts and Beginners
- Content Creators
- Digital Marketers
- Developers
- Aspiring AI Engineers



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## EMERGING SKILLS

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### CERTIFICATION MODULES:

- Foundations of AI and Prompt Engineering
- Principles of Effective Prompting
- Introduction to AI Tools and Models
- Mastering Prompt Engineering Techniques
- Mastering Image Model Techniques
- Project-Based Learning Sessions in AI
- Ethical Considerations and the Future of AI

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### OUTCOME:

- Understand AI foundations such as historical perspective, ML basics, deep learning, neural networks, NLP, and prompt engineering.
- Learn effective prompting principles by crafting clear prompts, formatting AI responses, using examples, evaluating response quality, and applying 5 principles.
- Gain knowledge of AI tools and models such as ChatGPT, DALL-E, CLIP, and others, with strengths, weaknesses, and practical use cases.
- Explore prompt engineering techniques such as zero-shot, few-shot, chain of thought prompting, and more.
- Engage in project-based learning through theme selection, project planning, AI technique implementation, and real-world reflection.
- Explore AI ethics and the future by addressing bias, fairness, privacy, transparency, accountability, sustainability, regulations, governance, and frameworks.

A stylized graphic of the letters 'AI' in a white, sans-serif font, centered within a glowing purple square. The square is surrounded by a grid of small white dots and lines, resembling a circuit board or a digital interface. The background is a dark blue gradient with glowing blue circuit lines and dots.

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