



Certificate in Generative AI and ChatGPT for Business

Overview

In today's digital-first environment, understanding and leveraging generative AI technologies, especially ChatGPT, is becoming a critical asset for businesses aiming to innovate and stay competitive.

The **Certificate in Generative AI and ChatGPT for Business** is a meticulously designed program by GPT Training Consultants, aimed at professionals seeking to harness the transformative power of AI to enhance business operations, creativity, and strategic growth.

Why This Course?

This exclusive program bridges the gap between novel and emerging concepts in generative AI and GPT technologies and practical business applications, enabling professionals to not only grasp the fundamentals of generative AI and ChatGPT but also to apply this knowledge in driving business value. Over the span of six weeks, with interactive evening sessions, participants will delve into the intricacies of AI technologies, developing both the insight and the hands-on skills necessary for the effective deployment of these tools in a variety of business contexts.

What Will You Learn?

By participating in this program, you will:

- Acquire a **solid foundation** in generative AI technologies, focusing on their development, capabilities, and underlying principles.
- Master **prompt engineering** and contextual interaction techniques to optimise ChatGPT's utility for your specific business needs.
- Learn to customise and **implement ChatGPT solutions**, enhancing operational efficiency, customer engagement, and decision-making processes.
- Explore **practical use cases** of ChatGPT across different sectors, gaining insights into its impact on marketing, HR, customer service, and more.
- Stay **ahead of the curve** by understanding the landscape of emerging AI models like Bard and Copilot, preparing your business for future AI advancements.

Course Content

Module 1	Module 2	Module 3
Introduction to Generative AI and ChatGPT	Fundamentals of ChatGPT Interaction and Contextual Communication	Advanced Prompt Engineering and Customisation
Discover the essentials of AI and machine learning, emphasising ChatGPT's role in business innovation	Learn effective prompt crafting to enhance ChatGPT interactions for business applications.	Dive deeper into complex prompt engineering and customisation strategies tailored for business needs.
Wed 21st Feb 6-8.30pm online	Wed 28th Feb 6-8.30pm online	Wed 6th Mar 6-8.30pm online

Module 4	Module 5	Module 6
Implementing ChatGPT Solutions in Business Processes	Real-World Applications and Ethics	Beyond ChatGPT - Exploring Emerging AI Models
Explore integrating ChatGPT into business processes for improved efficiency and innovation.	Examine ChatGPT's practical applications and address ethical considerations in AI use.	Look ahead to emerging AI models and future trends, culminating in a final capstone project.
Wed 13th Mar 6-8.30pm online	Wed 20th Mar 6-8.30pm online	Wed 27th Mar 6-8.30pm online

Curriculum

Module 1: Introduction to Generative AI and ChatGPT

- Overview of LLMs and Generative AI, with a focus on the development and capabilities of generative models like ChatGPT.
- Discussion on the transformational impact of generative AI in various industries and the opportunities it presents for businesses.

Module 2: Fundamentals of ChatGPT Interaction and Contextual Communication

- Introduction to crafting effective prompts to guide ChatGPT responses towards desired outcomes.
- Techniques for priming ChatGPT and setting context to ensure responses are aligned with specific business tasks or queries.
- Strategies for optimising ChatGPT's responses for clarity and relevance.
- Practical exercises focused on applying prompt engineering, priming, and context-setting skills in business-relevant scenarios.

Module 3: Advanced Prompt Engineering and Customisation

- Exploration of advanced prompt strategies to achieve complex outcomes, including conditional responses and creative content generation.
- Tailoring ChatGPT to specific business needs through customization of prompts and responses.
- Workshop on developing custom scenarios, with participants working on industry-relevant prompt engineering exercises.

Module 4: Implementing ChatGPT Solutions in Business Processes

- Best practices for seamlessly integrating ChatGPT into existing workflows and processes to enhance efficiency and innovation.
- Case studies on using ChatGPT for automation in content creation, data analysis, and more.
- Planning a ChatGPT integration project tailored to a specific business function.

Module 5: Real-World Applications and Ethics

- In-depth analysis of ChatGPT use cases across different business sectors, highlighting its versatility and impact.
- Discussion on ethical, privacy and security considerations in using generative AI, including managing bias, ensuring privacy, and maintaining transparency.

Module 6: Beyond ChatGPT - Exploring Emerging AI Models

- Introduction to other AI models like Bard and Copilot, discussing their unique features and potential business applications.
- Future trends in AI and predictions for how businesses can adapt to and benefit from upcoming developments in AI technology.
- Final capstone project where participants propose an AI integration project, drawing on insights and skills developed throughout the course.

Benefits of the Program

- ★ **Elevate Your Business with AI:** Harness generative AI and ChatGPT technologies to revolutionise your business processes, leading to unprecedented levels of efficiency and innovation.
- ★ **Stay Ahead of the Curve:** Secure a competitive advantage by mastering cutting-edge AI technology, ensuring your organisation leads in the digital transformation era.
- ★ **Enhance Decision-Making:** Utilise AI-driven data and insights to make informed, strategic decisions that propel growth and enhance organisational performance.
- ★ **Boost Productivity:** Employ ChatGPT to automate mundane tasks, allowing your team to focus on strategic initiatives and creative solutions.
- ★ **Achieve Certification:** Earn a certificate upon course completion, affirming your expertise in AI and elevating your professional profile in the industry.
- ★ **Personal and Professional Growth:** Develop critical thinking and problem-solving skills as you learn to navigate and apply AI technologies effectively.
- ★ **Increased Job Opportunities:** Stand out in the job market with specialised skills in AI, opening doors to new roles and career paths in technology-forward sectors.
- ★ **Future-Proof Your Career:** Prepare for the future of work by understanding and implementing AI technologies, ensuring long-term career relevance and success.

Course Format

The "Certificate in Generative AI and ChatGPT for Business" course is meticulously structured to fit the schedules of busy professionals, offering a rich blend of expert-led lectures, interactive workshops, and collaborative exercises. Delivered through concise 2.5-hour sessions held weekly in the evening, the program is designed to balance comprehensive theoretical knowledge with practical, hands-on experience.

Participants will engage with real-world case studies and participate in practical workshops, applying generative AI and ChatGPT technologies to address business challenges. Interactive group discussions and project work facilitate peer learning and networking, encouraging the sharing of ideas and strategies across various industries.

This streamlined format ensures participants gain not just theoretical insights but also practical skills and collaborative experiences, making them well-equipped to implement AI solutions effectively in their work environments.

Who Should Attend?

This program is crafted for professionals at all levels of expertise and across a spectrum of industries, aiming to empower those who are poised to harness the transformative power of AI within their organisations, including:

- **Managers and Executives:** Who are exploring ways to enhance operational efficiency and productivity through innovative AI applications.
- **Strategists and Consultants:** Looking to incorporate AI technologies into business models and strategies to secure a competitive edge in their respective markets.
- **Entrepreneurs and Business Owners:** Seeking to leverage AI for startups or established businesses to drive growth, optimise operations, and create new value propositions.
- **HR Professionals:** Who aim to streamline recruitment, onboarding, and employee engagement processes through AI-driven solutions.
- **Marketing and Sales Professionals:** Interested in utilizing AI to understand consumer behaviour, personalise marketing efforts, and enhance customer experiences.
- **Finance Professionals:** Seeking to harness AI for financial forecasting, risk management, and enhancing analytical capabilities.
- **Legal Professionals:** Interested in leveraging AI for legal research, document analysis, and enhancing the efficiency of legal services.
- **IT Professionals and Developers:** Looking to deepen their technical skills in AI and explore new avenues for innovation and problem-solving within their projects.

Participants from non-technical backgrounds will find the program equally beneficial, as it provides a comprehensive overview of AI's potential without requiring deep technical expertise. This course aims to bridge the gap between theoretical AI concepts and practical business applications, ensuring that all attendees can effectively implement AI solutions, regardless of their prior technical knowledge.

Upon completion, participants will be awarded a certificate of completion for the Certificate in Generative AI and ChatGPT for Business, a testament to their enhanced capabilities in integrating AI into their strategic planning and operational workflows. This certification not only signifies their readiness to navigate the challenges of a rapidly evolving digital landscape but also their commitment to driving innovation and achieving sustainable growth through the application of cutting-edge AI technologies.

Meet Your Instructor

Eamonn O'Raghallaigh, PhD, MSc, MSc, BSc, HDip, FCIM

Teaching Fellow, Trinity Business School & CEO, Digital Strategy Consultants

Eamonn O'Raghallaigh stands at the intersection of academic excellence and real-world AI application. With a PhD in Business from Trinity College Dublin and as CEO Digital Strategy Consultants, Eamonn has a rich background spanning over 25 years in digital consultancy, technology development, and business operations, Dr. O'Raghallaigh is at the forefront of the application of AI technologies in business operations and digital transformation.



Eamonn has been at the forefront of integrating AI technologies within business practices, leveraging his deep understanding of digital trends to drive growth and innovation. His work has paved the way for businesses to adopt and adapt to AI, ensuring they remain competitive in a rapidly evolving digital landscape.

Beyond his industry achievements, Dr. O'Raghallaigh is a dedicated educator, imparting knowledge as a Teaching Fellow at Trinity College Dublin among other leading institutions. His research and teachings delve into the practical applications of AI in business, focusing on how technologies like ChatGPT can revolutionise operations, marketing, customer service, and more.

Known for his dynamic speaking style, Eamonn has a talent for making complex concepts accessible and engaging. Participants in his sessions appreciate his ability to blend theoretical knowledge with practical insights, encouraging interactive discussions and hands-on learning.

Eamonn's approach to AI and digital strategy is not just about leveraging new technologies; it's about fostering a culture of innovation and continuous improvement. He guides businesses in not only adopting AI solutions but also in developing strategies that ensure these technologies drive sustainable growth.

As the lead instructor for the Certificate in Generative AI and ChatGPT for Business, Eamonn will share his wealth of knowledge, experiences, and insights, guiding participants through each module with expert precision. Under his mentorship, you'll explore the vast potentials of AI, learning to apply these technologies to achieve tangible business outcomes.

Admission Requirements

The "Certificate in Generative AI and ChatGPT for Business" is designed to accommodate a diverse range of professionals keen on integrating AI into their work processes. While the course is comprehensive and accessible, a few broad requirements ensure that all participants gain maximum benefit:

- **Professional Experience:** While specific industry experience is not mandatory, a general understanding of business operations and challenges in your field will enhance the learning experience.
- **Interest in AI and Technology:** A keen interest in artificial intelligence, digital transformation, and technology-driven solutions is essential.
- **Proficiency in English:** As the course material and instruction will be in English, proficiency in reading, writing, and comprehension is required.
- **Technical Access:** Access to a computer and a stable internet connection for attending online sessions and accessing course materials.

No specific educational qualifications are required, making this program accessible to a wide audience of business professionals, from managers and strategists to entrepreneurs and beyond.

Technology Requirement

Please Note that participants need to have ChatGPT Pro or Team access. This is crucial for undertaking the course's practical components and ensures that all participants can maximise their learning and application of the course content.

Course Fees

The fee for the "Certificate in Generative AI and ChatGPT for Business" is **€1,200 per attendee**. There are limited places and minimum cohorts are required for the course to run. This comprehensive fee covers:

- All course materials and access to online resources.
- Participation in expert-led sessions and interactive workshops.
- Access to real-world case studies and practical exercises.
- Certificate of completion upon successful completion.

To discuss the course in more detail or if you would like to register your interest please contact Eamonn directly at info@gpttraining.ie