Quick Start to Prompt Engineering for Everyday Business Users Eğitimi

Süre: **2 Gün**

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Overview

This course provides a practical introduction to working with modern AI tools, with a focus on building confidence and capability in prompt engineering. Participants will explore how technologies like ChatGPT and other large language models function, and how they can be applied to enhance productivity, creativity, and problem-solving in everyday work. Through a combination of guided instruction and hands-on labs, learners will develop the skills needed to communicate effectively with AI, structure high-quality prompts, and refine outputs for real-world use. The course also addresses important considerations such as accuracy, safety, ethics, and responsible AI adoption, while introducing emerging concepts like agentic AI. By the end of the course, participants will be equipped to use AI tools thoughtfully and effectively as part of their daily workflows.

Who Should Attend?

This course is aimed at beginners who are new to artificial intelligence and want a practical introduction to using tools like ChatGPT in their daily work. It is suitable for a broad range of professionals, including business users, creatives, and early-stage technical users, who are looking to improve productivity, understand how AI works, and learn how to apply prompt engineering effectively, without requiring prior technical experience.

Prerequisites

Participants are not required to have any prior experience with artificial intelligence or programming to attend this course. A general familiarity with using computers, web applications, and common workplace tools is sufficient. Learners should have a basic understanding of digital communication and be comfortable working with online platforms. An interest in improving productivity, creativity, and problem-solving using AI tools such as ChatGPT will help participants get the most value from the course.

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What You Will Learn

After completing this course, you should be able to:

- Understand the fundamentals of artificial intelligence and how Large Language Models (LLMs) work
- Identify practical use cases for AI tools in everyday professional tasks
- Effectively use AI chatbots such as ChatGPT, Google Gemini, and Microsoft Copilot
- Apply prompt engineering techniques to generate accurate and relevant AI responses
- Structure and refine prompts using best practices to improve output quality
- Evaluate AI-generated content for accuracy, bias, and reliability
- Implement safe and responsible AI usage, including privacy and ethical considerations
- Recognize and mitigate risks such as hallucinations and misinformation in AI outputs
- Explore the capabilities of multimodal and agentic AI systems for advanced use cases
- Integrate AI tools into daily workflows to enhance productivity and decision-making

Outline

1. Starting your AI-Powered Journey

Throughout history, every major leap in productivity and creativity has been driven by new tools. Today, artificial intelligence stands out as the latest and most versatile addition to this tradition. By working with AI, you can process information faster, generate creative ideas, and handle complex language tasks that once took hours or days. Large Language Models, the engines behind tools like ChatGPT, are trained on enormous amounts of text and learn to mimic human language patterns with remarkable fluency. However, while AI can assist with writing, summarizing, and even creating images or analyzing data, your expertise and judgment remain at the core of every successful outcome. This lesson explores how AI works, what makes it possible, and the ways you can use it to amplify your own skills, all while understanding why your input is more valuable than ever.

- Explore how tools have historically expanded human abilities.
- Explain the role of human expertise when using AI tools.
- Describe what a Large Language Model (LLM) is and how it works.
- Outline how LLMs learn from digital text data.
- Summarize the key breakthroughs that enabled modern AI.
- Illustrate the scale of internet data creation and its impact on AI.
- List practical applications of AI, including multimodal and image generation capabilities.
- Recognize the limitations of AI and the importance of human oversight.

2. Working with Chatbots

Artificial intelligence is quietly reshaping how you communicate, learn, and work. With tools like ChatGPT, you now have the ability to generate ideas, solve problems, and create content by simply typing a prompt. This lesson introduces you to the world of modern AI assistants, focusing on ChatGPT and the technologies that power it. You'll explore the architecture behind these systems, discover how AI interprets your requests, and see how platforms like Google Gemini and Microsoft Copilot are integrated into familiar applications. You'll learn the differences between general-purpose and specialized AI agents, and how each fit unique professional and creative needs. Understanding how to

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guide AI effectively leads to better results, so you will also uncover best practices for crafting prompts and refining responses. As AI becomes a daily utility, it's important to consider not just its benefits, but also the ethical, privacy, and environmental factors that come with widespread adoption. By the end, you'll have a clear grasp of how today's AI tools work, how to use them wisely, and what to expect as they shape the future of digital interaction.

- Explain the origins and rapid growth of ChatGPT.
- Identify the key features and impact of Generative Pre-trained Transformer (GPT) technology.
- Describe how modern AI models generate and refine text and images.
- Compare leading AI platforms including ChatGPT, Google Gemini, and Microsoft Copilot.
- Summarize best practices for effective and responsible use of AI chat tools.
- Recognize the environmental impact of AI technologies.
- Understand privacy controls and data usage in major AI tools.

3. Introduction to Prompt Engineering

You will learn how to guide AI systems to deliver exactly what you need by mastering the art of prompt engineering. Instead of settling for generic answers, you will see how refining your instructions and providing clear objectives can transform the quality of AI-generated content. By understanding each component that makes up an effective prompt, you can shape responses that are not only accurate, but also relevant and easy to use in any professional setting. This skill is practical, widely applicable, and empowers you to collaborate with AI as a productive partner in your daily work. Whether you are refining marketing copy, technical guides, or creative content, knowing how to communicate with AI will give you an edge in getting results that truly fit your goals.

- Define prompt engineering and its purpose in AI interactions.
- Identify the core steps of the prompt engineering loop.
- Recognize the importance of specificity and clarity in prompts.
- List and describe the building blocks of an effective AI prompt.
- Explain how context, examples, roles, structure, and tone influence AI responses.
- Apply the full prompt engineering formula to craft high-quality prompts.

4. Prompting Best Practices

Getting the most out of AI starts with how you structure your prompts. When you organize your instructions clearly, the AI can interpret your needs more accurately, resulting in responses that are both useful and aligned with your intent. By learning to use visual elements like headings, bullet points, and lists, you will make your requests much easier for any AI model to understand. This lesson will show you how to break down complex instructions into manageable sections, choose the right format for the task, and apply techniques that boost the quality of your results. You will also see how examples, constraints, and clear language can shape the output you receive. By the end of this lesson, you will be able to write prompts that not only guide the AI but also save you time on editing and revisions, making your interactions with AI more productive and reliable.

- Explain why structured prompts improve AI accuracy and usefulness.
- Identify Markdown and XML as common formats for organizing prompts.
- Describe how headings, bullet points, and delimiters create visual structure.
- State the role of lists in defining prompt constraints.
- Summarize the value of Chain-of-Thought prompting.
- Demonstrate how few-shot examples guide AI responses.

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- Define self-attention and its impact on language understanding.
- Recognize the importance of clear language and repeated subjects in prompts.
- Outline the process of reverse prompting for better prompt generation.

5. Staying Safe and Smart with AI Tools

AI tools can produce responses that seem knowledgeable and trustworthy, but sometimes the information is completely made up. When working with AI, it is important to understand why these mistakes happen and what can be done to prevent them. You will learn how AI systems generate answers, why they occasionally get things wrong, and how issues like data bias and lack of context contribute to errors. By exploring practical examples and simple strategies, you will see how to spot problems, verify information, and use AI more effectively and safely in your work. This knowledge empowers you to get the most out of AI while protecting your organization from avoidable mistakes.

- Define AI hallucinations and explain why they happen.
- Identify factors that cause AI to generate false or misleading information.
- Describe how bias and data voids affect AI outputs.
- Recognize the risks of over-reliance on AI-generated content.
- List practical steps to reduce AI hallucinations and bias.
- Explain the importance of AI policies and guidelines in the workplace.
- Apply safe practices for reviewing and using AI-assisted communication.

6. The Ethics and Responsibility of AI

AI is transforming the way businesses operate, but this transformation comes with new responsibilities. When using AI tools, it is important to think not only about efficiency and results, but also about fairness, privacy, and the impact on people. AI systems can influence decisions about hiring, pricing, and access to services, so the way you design, deploy, and monitor these systems matters. In this lesson, you will learn how to recognize the ethical and legal considerations that are essential for responsible AI adoption. You will also see how data privacy and security practices protect both your organization and the individuals whose data you handle. By understanding these principles and following best practices, you can ensure that the benefits of AI are realized while minimizing risks and maintaining trust with customers, employees, and stakeholders.

- Define ethical AI and describe its importance in business.
- Identify the potential risks and challenges of AI in business settings.
- Explain data privacy and security considerations when using AI tools.
- Recognize common ethical challenges in generative AI, including bias and misinformation.
- Distinguish between public and private data and outline best practices for data handling.
- Key data protection laws and regulations affecting AI use.
- Identify roles and responsibilities for accountability in AI projects.
- Explain the importance of transparency and explainability in AI decision-making.

7. Introduction to Agentic AI

Agentic AI goes beyond simple text generation or answering questions. With Agentic AI, you work with systems capable of taking initiative and independently completing multi-step tasks to achieve real-world goals. This lesson shows how Agentic AI differs from traditional chatbots and predictive models by handling planning, decision-making, and action. You will see how Agentic AI leverages tools, manages context, and follows a structured cycle to deliver solutions, not just insights. Through

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examples, you will explore the flexibility and power of modular AI, and understand how this technology is already transforming customer service, automation, and daily workflows.

- Define Agentic AI and explain how it differs from traditional chatbots.
- Describe the role of context windows in AI interactions.
- Identify the reasoning and planning steps in Agentic AI workflows.
- Compare predictive AI with Agentic AI in terms of action and outcomes.
- Outline the Agentic Cycle: goal, planning, action, and reflection.
- Explain the Modular Compositional Paradigm and its benefits for AI systems.