ChatGPT Beginner

AI in Business Course Series

Course Level:- Introduction

Course Duration:- 1 Day

Course Overview:

This one-day course is designed to provide participants with practical, hands-on experience using OpenAI's tools, focusing on how AI can be integrated and utilised within business environments. The course aims to establish a proficiency in managing cross-platform tools, offering learners direct interaction with AI technologies.

The curriculum includes an introduction to AI, detailed descriptions of ChatGPT, exploration of text prompts, and practical guidance on working effectively with the product. Through this course, participants are equipped to apply AI solutions to real-world business challenges, enhancing their ability to innovate and improve efficiency in their respective industries. The curriculum is designed not only to impart knowledge but also to provide hands-on experience with AI tools, ensuring that participants leave with the competence to apply AI in various business contexts.

Prerequisites:

Before coming on this course, it is highly recommended that participants have an understanding of computers and business applications such as Office 365 but no prior AI experience is necessary. Participants will have access to a Teams version of Open AI and ChatGPT for completion of examples and practical exercises. There will be continued access to the lab environments for 30 days after your course (subject to availability)

Module 1 Generative AI Basics

In Module 1 participants will delve into the foundational aspects of artificial intelligence, starting with a general introduction to Data AI and Search AI, which cover data processing and retrieval technologies. The module then progresses to explain the core principles of Machine Learning and Deep Learning, emphasizing how these technologies underpin the broader field of AI by enabling systems to learn from data and make decisions.

Finally, the focus shifts to Generative AI, where students will explore how AI can generate text, images, and other forms of media, illustrating the practical and transformative applications of AI technologies. This module aims to provide a robust understanding of key AI concepts and their implications in various industries.

Approx duration:- 60 minutes

Module 2 OpenAI Capabilities

In Module 2 students will explore the diverse range of functionalities provided by OpenAI. This module provides an in-depth look at both foundational and advanced features, with a focus on practical applications. Here's a summary of the key topics covered:

   - Introduction to OpenAI: Learning about the organization's mission, developments, and the impact of its AI technologies.

   - Overview of ChatGPT: Understanding what ChatGPT is, including a detailed tour of its capabilities, user interface, and real-world applications.

   - Financial and Ethical Considerations: Examining the costs associated with using OpenAI's products, privacy policies, and ethical considerations in AI deployment.

   - AI-Generated Text and Images: Exploring how AI is used for generating text and images, including the underlying technologies like DALL-E for image generation.

   - AI and Multimedia: Delving into AI applications in multimedia, including vision technologies, text-to-speech, and speech-to-text functionalities.

   - Moderation and Security: Understanding the tools for content moderation and the security aspects of deploying AI in various environments.

   - Advanced API Features: Learning about function calling, embeddings, and fine-tuning capabilities to customize AI behavior and improve application performance.

This module aims to provide students with a comprehensive understanding of OpenAI's suite of tools and technologies, equipping them with the knowledge to apply these AI solutions effectively in their professional or personal projects.

Approx duration:- 60 minutes

Module 3 ChatGPT

In Module 3 students will gain a detailed understanding of this specific OpenAI tool and its applications in generating and managing text-based interactions. Here's a summary of what will be covered:

   - Text Generation and Completion: Exploring the core functionalities of ChatGPT in generating coherent and contextually relevant text based on prompts.

   - Chat Conversations: Learning to facilitate and manage effective chat conversations with AI, including techniques for maintaining flow and relevance.

   - Prompt Engineering: Understanding the components of an effective AI prompt, including how to structure prompts to elicit the best responses and how system messages can be used to control interactions.

   - Historical Context: Examining how ChatGPT utilizes session history to provide continuity in conversations, enhancing user experience.

- GPT Models and Answer Temperatures: Delving into the various versions of the GPT models, their differences, and how "temperature" settings affect the variability of AI responses.

- Response Strategies: Techniques for guiding the AI to redirect answers, summarize information, and adjust the verbosity and complexity of responses.

- Prompt Optimization: Discussing the importance of prompt size, token limitations, and how to efficiently utilize them within the confines of API constraints.

- Retrieval Augmented AI: Introducing capabilities that enhance ChatGPT's responses with internet browsing, such as Bing Copilot, to provide more accurate and detailed information.

This module aims to equip students with a comprehensive toolkit for leveraging ChatGPT in various scenarios, from customer service to content creation, ensuring they can effectively integrate and manage AI-driven interactions in business settings.

Approx duration:- 90 minutes

Module 4 Text Prompts

 In Module 4 participants will learn about the critical skill of crafting effective prompts to communicate with AI systems like ChatGPT and Copilots. The module covers various strategies and considerations essential for optimising interactions with AI models. Here's a breakdown of what students will explore:

- Writing Clear Instructions: Understanding the importance of clarity and specificity in instructions to achieve desired outcomes from AI responses.

- Role Assignment: Learning how to assign roles to the AI to shape its responses and interactions, enhancing the relevance and utility of the output.

- Utilising Reference Texts and Examples: Demonstrating how to provide examples or reference texts to guide the AI's style, tone, and format in generating content.

- Task Breakdown: Teaching the technique of splitting complex tasks into manageable subtasks to streamline the prompting process and improve response accuracy.

- Timing Considerations: Discussing the timing in prompt responses, emphasising patience and the timing of follow-up queries.

- Prompt Structure: Exploring the components of an effective prompt, including the importance of structure and sequence in generating coherent and contextually appropriate responses.

- Chain of Thought Prompting: Introducing advanced prompting techniques like chain of thought to encourage detailed and logically structured outputs.

- Understanding Generated Knowledge: Evaluating the AI's capability in generating knowledge-based responses and how to enhance reliability and relevance.

- Gradual Information Revelation (Least to Most): Strategies for gradually increasing the complexity of prompts to extract more depth from AI responses.

- Formatting Importance: Highlighting how proper formatting in prompts can significantly impact the usefulness and navigability of AI-generated text.

This module equips students with the tools to effectively communicate with AI, ensuring that they can leverage AI capabilities to their fullest potential by constructing well-designed prompts.

Approx duration:- 60 minutes

Module 5 Image Prompts

In Module 5, which focuses on advanced techniques for generating visuals using AI, students will delve into a variety of methods to refine the quality and style of images produced by AI tools. Here's a summary of what will be covered:

- Style Modifiers: Learning how to apply specific stylistic adjustments to AI-generated images, enabling customization to better fit the desired aesthetics or branding requirements.

- Quality Boosters: Exploring techniques to enhance the resolution, clarity, and overall visual impact of AI-generated images, ensuring they meet professional standards.

- Understanding Repetition: Examining how repetition within visual elements can be used effectively in design, and how to instruct AI to either incorporate or avoid repetitive patterns based on the project needs.

- Shot Types: Gaining knowledge about different types of camera shots (e.g., close-up, wide shot) and angles that AI can simulate to achieve varied visual storytelling effects.

This module aims to equip students with the skills to expertly guide AI in producing high-quality, tailored visuals, enhancing their ability to utilize AI in fields such as digital marketing, content creation, and graphic design.

Approx duration:- 30 minutes