COURSE SYLLABUS

AI with ChatGPT (Self-Paced)

Transform your business skills with ChatGPT in this hands-on program. Gain practical skills to leverage AI for many of your daily tasks, transforming how you work across communication (email, meetings, and chat), writing, data analysis, decision-making, and more. You'll start by learning prompt engineering with ChatGPT, then advance to customizing its behavior, organizing tasks with Projects, and exploring voice, image, and research features to boost productivity and creativity.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/ai-for-business-course-online



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Course Outline

AI Foundations and Getting Started

- Technology Fundamentals
- Starting Your First Chat
- Not Satisfied with Response

Models, Plans, and Data Privacy

Models, Pricing Plans, and Disabling Training

Everyday Uses and Co-Writing in Chat

- Ideas for How to Use ChatGPT
- Co-Writing and Editing in Chat

Prompt Frameworks and Prompt Engineering

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Risks, Copyright, and Legal Implications

Things to Watch Out For: Copyright and Legal Implications

Data Analysis and Image Generation

- Data Analysis
- Image Generation

Improving Prompts and Applying AI to Your Job

- Use ChatGPT to Improve Your Prompts
- Using AI in Your Job

Personalizing ChatGPT: Memory, Voice, and Vision

- Personalize ChatGPT and Memory
- Voice and Vision

Humans, AI, and the Workplace

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Getting Started and Evaluating Output

- Introduction: A Paid Plan Is Required
- Evaluation Techniques: How to Judge ChatGPT's Output

Comparing Model Performance

- Organizing Chats and Controlling Memory
- Testing Prompts Across Models
- More Challenging Prompts

Deep Research and Agent Mode

- Web Search vs Deep Research
- Agent Mode

Advanced Prompt Engineering

Effective Prompting for the Best Results

Writing Style and Personalization

- Make ChatGPT Write More Like You
- Personalize ChatGPT: Custom Instructions

Projects, Custom GPTs, and Plugins

- Projects: More Than Just Folders
- Custom GPTs, and What Replaces Them

Vibe Coding, Tasks, and Images

- Vibe Coding: Let AI Write Code for You
- Tasks
- Generating Images in a Similar Style