COURSE SYLLABUS

AI for Business with ChatGPT and Copilot

Learn how to harness the power of artificial intelligence to transform your workflow with hands-on training in ChatGPT and Microsoft Copilot. This course will teach you how to generate content, streamline tasks, and integrate AI into business communication, writing, analysis, and productivity tools.

For more information, visit
https://www.creativelive.com/classes/ai-for-business-copilot



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Course Outline

This package includes these courses

- Generative AI with ChatGPT (6 Hours)
- ChatGPT Level 2 (6 Hours)
- AI for Workplace Productivity with Microsoft Copilot (6 Hours)

Generative AI with ChatGPT

Harness the creative power and efficiencies of AI with this hands-on workshop. Explore the cutting-edge world of artificial intelligence and learn how to generate text, ideas, images, and more with ChatGPT.

- Understand the fundamentals of generative AI and its applications and potential impact across industries
- Learn how generative AI models like GPT and Stable Diffusion work at a conceptual level
- Write effective prompts that generate accurate, useful, and creative responses
- Gain hands-on experience with popular generative AI tools and platforms
- Integrate generative AI into creative workflows, problem-solving, and innovation
- Analyze real-world examples of generative AI in action and explore its ethical implications

ChatGPT Level 2

Build on your foundational skills with advanced techniques to customize ChatGPT's behavior, enhance its research abilities, and explore voice, image, and project-based tools. This hands-on course is ideal for users looking to work more efficiently and creatively with the latest features in ChatGPT.

- Compare different ChatGPT models to understand their strengths, limitations, and ideal use cases
- Use reasoning and research models effectively, including how to leverage deep research features and connected apps
- Train ChatGPT to reflect your unique writing style or tone using targeted prompts and style adjustments

- Customize ChatGPT with saved preferences and learn how to create and manage personalized instructions
- Work with Projects and Custom GPTs to organize tasks, files, and workflows tailored to your specific goals
- Explore ChatGPT's voice and image generation capabilities, including hands-on practice using Sora for visual outputs

AI for Workplace Productivity with Microsoft Copilot

Discover how to boost efficiency and creativity with Microsoft Copilot, the AI assistant integrated into Microsoft 365. This course provides practical, hands-on training to help you apply Copilot across workplace tools and tasks.

- Understand the fundamentals of AI and how large language models (LLMs) like Copilot work
- Learn how to write effective prompts and refine Copilot responses across different workplace scenarios
- Explore how to use Copilot in Microsoft 365 apps, including Word, Excel, PowerPoint, Outlook, Teams, and OneDrive
- Automate and enhance everyday tasks such as email writing, meeting notes, data analysis, and document summarization
- Create AI-generated images and graphics, and understand the limitations and best practices of generative AI
- Compare Copilot with ChatGPT and GitHub Copilot, and identify when to use each for maximum productivity
- Stay up-to-date with the latest AI tools and mobile apps to extend your workflow beyond the desktop