COURSE SYLLABUS

AI for Business with ChatGPT

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 workflows, using advanced research tools, and exploring voice and image capabilities with ChatGPT's latest features.

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



support@creativelive.com • 302-217-6585

Course Outline

This package includes these courses

- Generative AI with ChatGPT (6 Hours)
- ChatGPT Level 2 (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