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THE ACADEMY
FOR PROFESSIONAL DEVELOPMENT
الأكاديمية للتطوير المهني

الكلية الحديثة للتجارة والعلوم
MODERN COLLEGE
OF BUSINESS & SCIENCE

QS
RATED
EXCELLENT

EMPOWERING BUSINESS LEADERS WITH PROMPT ENGINEERING

📅 8 - 9 January 2025

🕐 9:00am - 2:00pm

📍 The Academy for Professional Development, MCBS

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About:

This course is tailored specifically for business leaders who are eager to explore and harness the power of advanced Artificial Intelligence (AI) technologies, specifically focusing on ChatGPT, in their organizational framework. In today's fast-paced digital world, understanding and leveraging AI technology is not just an advantage - it's a necessity. AI, and more specifically, language models like ChatGPT, have the potential to revolutionize various aspects of business - from automating customer service to generating insightful data analysis, creating content, and beyond.

This course will provide an in-depth understanding of what ChatGPT is, how it works, and how it can be beneficial to your business. We'll delve into real-world use cases, demonstrate its practical applications, and discuss the ethical considerations that come along with deploying such powerful technology. Our aim is not just to educate you about the tool, but to empower you to become an active participant in shaping the AI strategy for your organization.

Whether you're a seasoned business professional seeking to update your tech-savvy skills or a new leader striving to leave a significant impact in your organization, this course will equip you with the knowledge and understanding to effectively incorporate ChatGPT into your strategic arsenal.

By the end of this journey, you will have gained the expertise to navigate the exciting landscape of AI confidently and be ready to lead your organization into the new frontiers of business innovation. Prepare to embrace the transformative potential of ChatGPT and unlock unprecedented value for your business! Welcome aboard!

Course Objectives

By the end of this course, you will be able to:

- Have a comprehensive understanding of the technology behind ChatGPT and its potential applications in various business sectors.

- Be capable of identifying opportunities in your business processes where ChatGPT can be effectively deployed to improve efficiency and outcomes.

- Understand how to implement ChatGPT while maintaining ethical standards and data privacy.

- Be equipped to contribute to or lead the AI strategy within your organization, specifically focusing on the integration of ChatGPT.

Course Agenda

Section 1 (Introduction to OPENAI)

- OpenAI History
- Introduction to ChatGPT
- How Does GPT work?
- What are Tokens?
- GPT-3 Size
- GPT-3 words to vector
- Training vs. Inference
- Introduction to DALLE-2
- How Does DALL-E work?
- Create OpenaAI account.
- AI Safety & Alignments
- OpenAI Pricing
- ChatGPT Models
- Completion Call Parameters (Model, Prompt, Temperature, Max_Tokens, Top_P, N, Frequency & Presence Penalty

Section 2 (Dive deep in ChatGPT)

- Prompt Design
- Prompt Engineering
- Prompt Leak
- Model Hallucination
- Prompt Engineering to avoid Hallucination
- ChatGPT Strengths & Weaknesses
- ChatGPT Restrictions
- Verifying Information
- Drafting the Perfect Prompt
- The Art of Follow – Up Prompts
- Leveraging Tone, Style & Voice
- How To use Expert Personas
- Prompt Formats & Output Options
- Using Verbs to Enhance Input Prompts
- Tailoring Your Messaging to Audience Archetypes
- Utilizing Context Primers to Personalize Outputs

Who Should Attend

- Senior Managers, Department Heads
- Supervisors and Team Leaders

ENG. AHMAD TURKI OBAIDAT

PROFILE

Ahmad Obaidat is a highly accomplished AI and Data Science expert with a robust background in smart technology, machine learning, and digital transformation. With a strong foundation in nuclear engineering, Ahmad has seamlessly transitioned into the AI and data science domain, where he has made significant contributions to various sectors, including education, government services, utilities, and startups. Fluent in both English and Arabic, Ahmad is known for his strategic vision, innovative thinking, and leadership in driving AI solutions that enhance operational efficiency, service delivery, and technological advancement.

PROFESSIONAL EXPERIENCE

- CEO at Unihance
- Senior Partner at Sight MENA
- Artificial Intelligence Consultant at RSAF - Royal Saudi Air Force
- Artificial Intelligence Energy Consultant - Algebra Intelligence
- AI Expert Mentor at U.S. Department of State
- AI Strategy Consultant at General Directorate of Residence and Foreigners Affairs
- Digital Transformation Advisor at EPLO European Public Law Organization
- Artificial Intelligence Consultant at Beyond Limits
- Startup Mentor at Newchip Accelerator
- AI R&D Principal Engineer at Avertra Corp
- Artificial Intelligence Consultant at Avertra Corp
- Research and Development Lead Engineer at Avertra Corp
- Data Science Consultant & Trainer at STC
- Nuclear Engineer (Core Designer) at Jordan Atomic Energy Commission (JAEC)