

Prompt Engineering in Practice: From Prompt to Result

Course code: AIPEP

The course is designed for users who already have basic experience with AI tools and want to significantly improve the quality and consistency of their outputs. Participants will learn to create prompts systematically, understand the principles behind language models, and master advanced techniques for working with AI in everyday practice. The emphasis is on practical application in real-world work situations, such as writing emails, analysing texts, or working with documents. The course combines a concise theoretical foundation with an intensive hands-on section, where participants build their own library of prompt templates. More than 50% of the time is dedicated to exercises and practical application. Participants are expected to have their own ChatGPT Plus licence, within which they will create their own custom tools during the course under the guidance of the instructor.

Who the course is for

- AI tool users (ChatGPT, Claude, Gemini) who want to go deeper
- Specialists outside IT (office, marketing, finance, HR)
- Anyone who wants to systematise their work with AI and improve output quality

What you will learn

- How to create structured prompts using proven frameworks
- How to use advanced techniques
- How to test, measure and optimise AI output quality
- How to recognise differences between models and choose the right tool
- How to build and manage your own prompt template library

Required prior knowledge

- Own
- ChatGPT Plus licence
- Basic computer and office tool proficiency

Course outline

AI fundamentals and prompt engineering

- How LLM models work and how they process input
- Principles of generative AI and their impact on output
- The most common mistakes when writing prompts
- Moving from trial and error to a systematic approach

Frameworks and creating quality prompts

- Structured prompts
- Role, context, task, format (practical application)
- Rewriting everyday assignments into professional prompts
- Creating reusable templates

Advanced techniques for working with AI

- Chain-of-thought prompting
- Few-shot learning and working with examples
- Role prompting and controlling output style
- Combining techniques for higher quality and consistency

Testing, optimisation and working with a prompt library

- Methods for testing and iterating prompts
- Measuring output quality
- Organising and managing prompt templates
- Building your own library (5–8 templates)

Hands-on practice

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- Rewriting real work assignments into quality prompts
- Writing emails, analyses and document summaries
- Iteratively improving prompts based on outputs
- Building your own prompt template library
- Simulating common workplace scenarios

Wrap-up

- Summary of key principles and techniques
- Discussion of participants' specific use cases
- Q&A
- Tool and resource recommendations for further development

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