

Advanced AI Techniques for Business Professionals – Extended Version

Course code: BEAIBP2

A two-day, hands-on training program that will open up a new world of advanced AI tools and show you how to integrate them into efficient workflows. You will learn how to create sophisticated prompts, build your own specialized chatbots, and, most importantly, connect different AI tools into functional workflows that can dramatically increase your productivity in analytical work, preparing supporting materials, and creating business deliverables. The extended version includes a broader range of practical techniques and methods, along with insights into future trends in AI.

Affiliate	Duration	Course price	ITB
Praha	2	19 990 Kč	0
Brno	2	19 990 Kč	0
Bratislava	2	800 €	0

The prices are without VAT.

Course terms

Date	Duration	Course price	Type	Course language	Location
04.11.2026	2	19 990 Kč	Presence	CZ/SK	Beanz

The prices are without VAT.

Who is the course for

- Business analysts and data analysts who need to process extensive documents and create compelling deliverables and reports
- Product Owners looking for ways to accelerate market and competitor analysis
- Project managers who want to streamline the creation of proposals, decision-making materials, and team communication
- Managers who need to analyze markets quickly and prepare materials for presentations and decision-making
- Professionals who regularly create presentations, reports, and analytical deliverables

What we teach you

- Mastering Advanced Prompting Techniques – Learn how to formulate complex instructions that AI can interpret accurately.
- Building Your Own AI Assistants – Create specialized chatbots tailored to the specific needs of your projects and teams.
- Increasing Efficiency by 30–50% – Significantly accelerate your work by integrating different AI tools into cohesive workflows.
- Automating Routine Analytical Tasks – Learn how to delegate repetitive tasks to AI and focus on strategic work.
- Ready-to-Use Practical Templates – Take away ready-made prompts and workflows for the most common business scenarios.

Course outline

Module 1: Mastering Prompt Engineering for Business Applications

- Structuring effective prompts for different types of tasks
- Techniques for controlling and refining AI outputs
- Chain-of-thought and role-play prompting for complex tasks
- Practical exercise: Creating prompts for market data analysis

Module 2: Building Your Own Specialized AI Assistants

- Designing and configuring Custom GPTs in ChatGPT and similar platforms
- Developing instructions and knowledge bases for specialized chatbots

GOPAS Praha
Na Strži 2097/63
140 00 Praha 4 - Krč
Tel.: +420 226 201 390
info@gopas.cz

GOPAS Brno
Nové sady 996/25
602 00 Brno
Tel.: +420 530 513 590
info@gopas.cz

GOPAS Bratislava
Dr. Vladimíra Clementisa 10
Bratislava, 821 02
Tel.: +421 902 903 132
info@gopas.sk



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- Configuring parameters and safety restrictions
- Practical exercise: Building an AI assistant for competitor analysis

Module 3: Multi-Step AI Workflows for Complex Business Tasks

- Mapping workflows and identifying suitable AI tools for each step
- Using Perplexity for advanced search and research
- Working with NotebookLM for structured document analysis
- Finalizing outputs using ChatGPT, Claude, or Microsoft Copilot
- Practical exercise: Building a workflow for product analysis

Module 4: AI as an Assistant in Analytical Work

- Extracting key information from extensive documents
- Cross-source analysis and information synthesis
- Identifying trends and opportunities in data
- Practical exercise: Solving a real-world analytical challenge from the banking sector

Module 5: Creating Compelling Deliverables with AI

- Generating professional presentations and reports
- Using AI to create charts and data visualizations
- Optimizing text and document structure
- Integrating AI into MS Office (Word, Excel, and PowerPoint)
- Practical exercise: Creating a business presentation using an AI-powered workflow

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