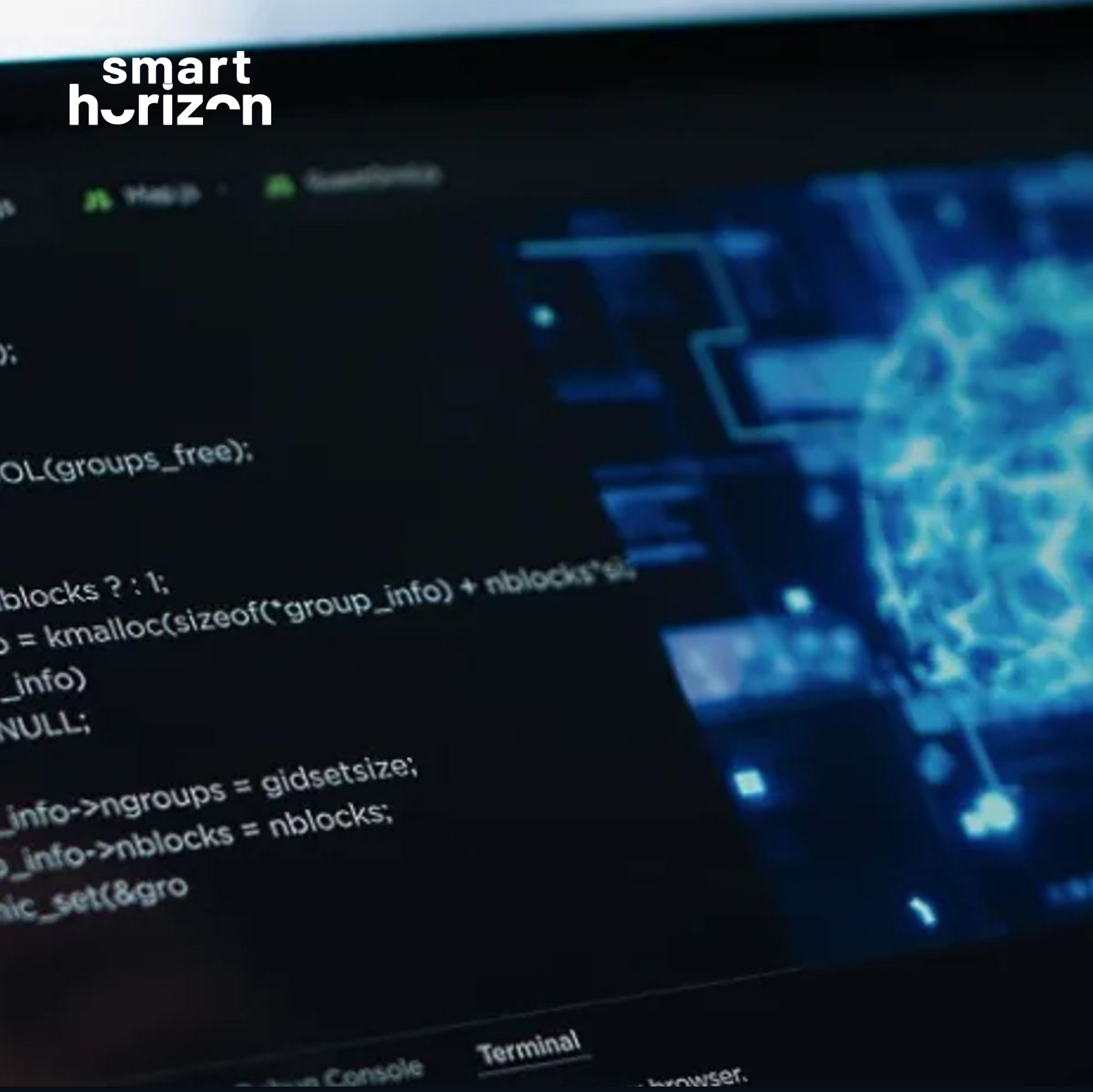


DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Prompt Engineering for Business Professionals

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

The quality of generative AI output depends heavily on how clearly a professional defines the task, supplies relevant context, establishes constraints, and evaluates the resulting response.

Poorly constructed prompts can produce generic, incomplete, inaccurate, or unusable results, while structured prompting can significantly improve the relevance and consistency of AI-assisted business work.
This Prompt Engineering for Business Professionals course develops practical skills for communicating effectively with generative AI systems such as ChatGPT, Microsoft Copilot, Gemini, and other large language model applications. Participants learn how to design, test, refine, and standardize prompts for business writing, research, analysis, decision support, document processing, and recurring workplace workflows. The programme focuses on practical business use rather than programming or technical AI development.

Professional Problems This Course Is Designed to Solve

• Inconsistent AI responses caused by vague instructions.
• Time lost repeatedly rewriting prompts for routine tasks.
• Insufficient checks on accuracy, confidentiality and output quality.

Course methodology

The programme is highly practical and combines instructor demonstrations, guided prompting exercises, prompt comparison tests, business scenarios, output evaluation, group workshops, and individual practice. Participants progressively develop prompts from simple instructions to structured multi-step workflows and build a reusable professional prompt library aligned with their own workplace responsibilities.

Course objectives

By the end of this course, participants will be able to:
• Understand how prompt design influences generative AI outputs
• Structure prompts using clear objectives, context, instructions, constraints, and output requirements
• Apply prompting techniques to business writing, research, analysis, and problem-solving
• Use examples and reference material to improve response relevance and consistency
• Break complex business tasks into effective multi-step prompt sequences
• Refine AI responses through iteration, critique, verification, and follow-up prompts
• Develop reusable prompt templates for recurring professional activities
• Evaluate AI-generated outputs for accuracy, relevance, completeness, and bias
• Apply responsible prompting practices when working with sensitive business information
• Build structured AI-assisted workflows that combine prompting with human judgment



Course content

Target audience

This course is suitable for:
- Managers and team leaders
- Business analysts and consultants
- Marketing and communications professionals
- Human resources and learning professionals
- Finance and procurement professionals
- Project and operations professionals
- Executive and administrative professionals
- Business users seeking advanced practical skills with generative AI tools

Target competencies

Participants will develop competencies in:
- Prompt engineering
- Prompt design and optimization
- Generative AI interaction
- Context engineering
- AI-assisted research
- AI-assisted business writing
- Analytical prompting
- AI output evaluation
- Prompt workflow design
- Responsible AI use

Course outline

Day 1: Prompt Engineering Fundamentals for Business Applications

09:00–09:45	Understanding prompts, context, instructions, AI responses, and the role of large language models in business applications
09:45–10:30	Identifying why vague, conflicting, or incomplete prompts produce weak business outputs
10:30–11:00	Structuring prompts around objectives, background information, tasks, constraints, audience, and expected deliverables
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Structuring prompts around objectives, background information, tasks, constraints, audience, and expected deliverables (continued)
11:45–12:30	Controlling response format, tone, length, terminology, scope, and level of detail
12:30–13:15	Comparing zero-shot, example-based, and iterative prompting approaches for different professional tasks
13:15–14:00	Practical exercise: Transforming poorly written prompts into structured business prompts and comparing the resulting outputs

Day 2: Advanced Prompt Design and Context Engineering

09:00–09:45	Providing relevant business context without overwhelming the model with unnecessary information
09:45–10:30	Using examples, reference content, templates, and desired output structures to guide AI responses
10:30–11:00	Breaking complex assignments into smaller tasks through prompt decomposition and staged workflows
11:00–11:30	**Coffee break**
11:30–11:45	Breaking complex assignments into smaller tasks through prompt decomposition and staged workflows (continued)
11:45–12:30	Using follow-up prompts to clarify, expand, challenge, restructure, and improve generated content
12:30–13:15	Designing prompts that request assumptions, limitations, missing information, and verification requirements
13:15–14:00	Prompt workshop: Developing reusable prompt templates for reports, proposals, emails, summaries, presentations, and executive briefings

Day 3: Prompt Engineering for Research, Analysis and Decision Support

09:00–09:45	Designing research prompts that define scope, questions, evidence requirements, and expected analytical outputs
09:45–10:30	Prompting AI to summarize, compare, classify, extract, and organize information from business documents
10:30–11:00	Using structured prompts for SWOT analysis, scenario exploration, root-cause analysis, and option comparison
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Using structured prompts for SWOT analysis, scenario exploration, root-cause analysis, and option comparison (continued)
11:45–12:30	Developing prompts for financial, operational, customer, project, and performance-related business questions
12:30–13:15	Challenging AI-generated conclusions through critique prompts, alternative perspectives, and verification steps
13:15–14:00	Case study: Building a sequence of analytical prompts to investigate a business problem and prepare a management decision brief

Day 4: Building Reusable Prompt Workflows for Business Functions

09:00–09:45	Developing prompt libraries for management, HR, marketing, finance, procurement, projects, operations, and administration
09:45–10:30	Designing multi-step workflows that move from research and analysis to drafting, review, refinement, and final output
10:30–11:00	Creating reusable prompt templates with variables for audiences, objectives, data, constraints, and deliverables
11:00–11:30	**Coffee break**
11:30–11:45	Creating reusable prompt templates with variables for audiences, objectives, data, constraints, and deliverables (continued)
11:45–12:30	Using AI to transform information between reports, tables, summaries, presentations, action plans, and stakeholder communications
12:30–13:15	Establishing human review points for sensitive, high-impact, or decision-related AI outputs
13:15–14:00	Practical workshop: Designing an end-to-end prompt workflow for a recurring professional business process

Day 5: Prompt Quality, AI Verification and Professional Governance

09:00–09:45	Establishing criteria for evaluating prompt effectiveness and AI response quality
09:45–10:30	Identifying hallucinations, unsupported claims, missing context, bias, and misleading confidence in generated responses
10:30–11:00	Applying fact-checking, source verification, cross-checking, and human review to AI-assisted work
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Applying fact-checking, source verification, cross-checking, and human review to AI-assisted work (continued)
11:45–12:30	Protecting confidential information, personal data, intellectual property, and commercially sensitive business content
12:30–13:15	Measuring prompt effectiveness through accuracy, relevance, consistency, time savings, and reduction in manual rework
13:15–14:00	Capstone exercise: Developing and presenting a Professional Prompt Engineering Toolkit containing reusable prompts, workflow templates, quality checks, and responsible-use controls

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Paris Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,860.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Istanbul Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Singapore Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,820.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
London Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,450.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,650.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,840.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Paris Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,860.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Istanbul Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,650.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,540.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Vienna Confirmed dates	3 May 2027	7 May 2027	**€2,940.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Singapore Confirmed dates	10 May 2027	14 May 2027	**€2,820.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.–**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.–**
Dubai Confirmed dates	14 Jun 2027	18 Jun 2027	**€3,150.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,890.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,650.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,820.–**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.–**
London Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,450.–**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
Dubai Confirmed dates	11 Oct 2027	15 Oct 2027	**€3,150.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,650.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Rome Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,450.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Paris Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,860.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Istanbul Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online