COURSE BROCHURE

Prompt Engineering for Business

An applied course on writing structured prompts for large language models, testing them, and turning them into reliable templates for a team's recurring work tasks.

Code	HT-AI-105
Category	AI & Digital Transformation
Duration	1 week
Level	Intermediate
City	Istanbul

Introduction

The gap between a generic answer nobody can use and a precise one worth relying on usually lies in the wording of the request. As language models spread across teams, a good prompt has become a work tool worth designing and testing.

Objectives

- Analyze the parts of an effective prompt and how each affects output quality
- Apply few-shot examples, task decomposition and output format specification
- Ground the model in reference documents and reduce unsupported answers
- Evaluate prompts with test sets and scoring criteria and compare versions
- Build a documented template library for recurring work tasks

Who should attend

- Analysts and report writers who use language models regularly
- Digital transformation coordinators rolling out tools to teams
- Customer service and content staff preparing standard responses
- Knowledge management officers and operations team leads

Skills you will develop

- Structured prompt writing
- Task decomposition and prompt chaining
- Prompt testing and evaluation
- Reusable template design

Learning Outcomes

- Rewrite a weak prompt and measure the improvement against set criteria
- Build a prompt chain for a multi-step task such as analyzing a document and drafting an executive summary
- Assemble a test set of at least ten inputs for a real work prompt
- Deliver a documented template pack for a recurring task in the participant's team

Course Outline

Day 1: Anatomy of a Prompt

- Prompt components: role, task, context, constraints and output format
- How the model reads instructions and why order and clarity matter
- The context window and limits on input length

Day 2: Core Techniques

- Few-shot examples and choosing examples that cover different cases
- Breaking a task into steps and chaining prompts
- Requesting structured output in tables or defined fields, and using delimiters

Day 3: Grounding in Organizational Material

- Supplying reference documents and limiting answers to them
- Asking for source passages and handling missing information
- Working with long documents through chunking and staged summaries

Day 4: Testing and Improving Prompts

- Building test sets that include hard and edge cases
- Scoring criteria and comparing prompt versions
- Common failure patterns and how to fix them

Day 5: Templates and Prompt Libraries

- Designing templates with fill-in variables and usage notes
- Documenting templates, versioning them and sharing them safely
- Applied project: a tested template pack for a recurring task in the participant's team, with its evaluation results

Training methodology

Live exercises on participants' laptops comparing outputs from different wordings of the same request
A rewrite challenge on weak prompts drawn from real work situations
Peer scoring sessions in which participants grade each other's outputs against shared criteria
Building templates around tasks participants bring from their own jobs

Certification

Participants receive a Harbor Training Center certificate of attendance on completing the course.

Upcoming dates

City	Dates	Language	Fee
Istanbul	3 – 7 May 2027	EN	EUR 5,400
Istanbul	1 – 5 November 2027	AR	EUR 5,400

Fees are per participant.

Contact us

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To register and for details, scan the code or visit:

https://harbor4training.com/en/courses/prompt-engineering-business