



GENERATIVE AI FOR BUSINESS TRANSFORMATION

Course ID : GEN-AI-L1



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Duration: 2 Days

(12 Hours) 09:00 AM – 04:00 PM



Price: 14,900 THB

* (excluding VAT 7%)

* Eligible for 200% tax deduction



Training Schedule

www.9experttraining.com

Category: Business, Artificial Intelligence

This course is designed to transform work processes, delivering up to a tenfold increase in productivity and reducing routine workloads by as much as 60%. Participants will gain hands-on experience in creating professional outputs using the power of Generative AI, building confidence through practical projects. The curriculum is ideal for professionals who want to enhance efficiency and expand their capabilities in the AI era.

Objectives

1. Understand ChatGPT and the principles of effective prompt engineering.
2. Configure and customize ChatGPT for organizational use, including feature optimization.
3. Generate and analyze business documents with AI, such as reports, summaries, and translations.
4. Create marketing content and advertising campaigns using AI-assisted ideation and production.

Objectives

5. Leverage AI for customer analysis and engagement across multiple channels.
6. Plan strategies and conduct business analysis with AI as a decision-support tool.
7. Analyze images and visual media using Multi-Modal AI to improve work efficiency.
8. Develop advanced prompts for precise ChatGPT instructions and design custom instructions for routine tasks.

Target Audience

1. Executives seeking to enhance organizational efficiency.
2. Marketing professionals aiming to create impactful content.
3. Analysts seeking greater accuracy in data analysis.
4. Project managers aiming to reduce operational workload.
5. Entrepreneurs looking to leverage AI for competitive advantage.
6. Individuals interested in developing Generative AI skills for the digital era.

Prerequisites

1. Basic computer and internet literacy.
2. Familiarity with productivity tools such as Microsoft Word, Excel, PowerPoint, or Google Docs at a basic level.

System Requirements

1. A registered ChatGPT account (step-by-step guidance provided).
2. The latest version of Google Chrome or Microsoft Edge.
3. Stable internet connection.

TRAINING TOPICS



DAY 1 Morning Session

9:00 AM – 12:00 PM

1. AI Foundation: The Power of ChatGPT

- Overview of Generative AI and its mechanisms
- Reviewing current AI tools
- Introducing Large Language Models (LLMs) and ChatGPT
- Configuring and optimizing advanced ChatGPT features
- Understanding GPT models: GPT-o1, GPT-4o, and GPT-3.5
- Workshop: Registering and configuring ChatGPT

2. Mastering Prompt Engineering

- Defining the principles of prompt engineering
- Crafting clear, concise, and targeted prompts
- Designing business-specific prompts
- Summarizing emails effectively
- Providing contextual translation assistance
- Applying advanced prompt techniques
- Using complex and multi-step commands
- Workshop: Writing effective business prompts for rapid task completion



DAY 1 Afternoon Session

1:00 PM – 4:00 PM

3. Generative AI for Marketing and Content Creation

- Applying AI in marketing strategies
- Creating campaigns and targeting audiences
- Generating content with AI
- Designing posts, advertisements, and articles
- Conducting competitor analysis using AI
- Workshop: Developing marketing plans with ChatGPT

4. Generative AI for HR and Administrative Tasks

- Summarizing emails to improve workflow efficiency
- Workshop: Writing prompts for email summarization in various contexts
- Creating and refining job descriptions
- Using AI to screen and filter resumes for job matching
- Workshop: Conducting candidate screening with ChatGPT



DAY 2 Morning Session

9:00 AM – 12:00 PM

5. Generative AI for Data and Sentiment Analysis

- Analyzing data with Generative AI
- Detecting data anomalies
- Visualizing data for summarization
- Performing sentiment analysis using Generative AI
- Workshop: Conducting data analysis and creating visualizations

6. Generative AI for Image Processing

- Applying Generative AI to image-related tasks
- Creating images with Generative AI
- Reading and extracting text from images and PDFs
- Converting text into digital formats (e.g., Excel)
- Workshop: Using AI to process documents such as invoices and quotations



DAY 2 Afternoon Session

1:00 PM – 4:00 PM

7. Building Custom AI Solutions: MyGPT and Business ChatBOTS

- Enhancing ChatGPT with business context
- Configuring response tone and style
- Workshop: Creating organizational Chatbots with MyGPT

8. Advancing AI Applications

- Applying strategic thinking for AI-driven organizational efficiency
- Automating routine tasks with AI
- Identifying opportunities for AI adoption within the organization



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