

# Prompt Engineering 101

“Prompt Engineering is the new coding”  
your words are the keys, to unlocking AI's true potential.

THE **AI SCHOOL**



In partnership with



Lead the Generative AI Revolution

# 39%

## Growth in AI/ML

believe AI skills will be  
critical for your success

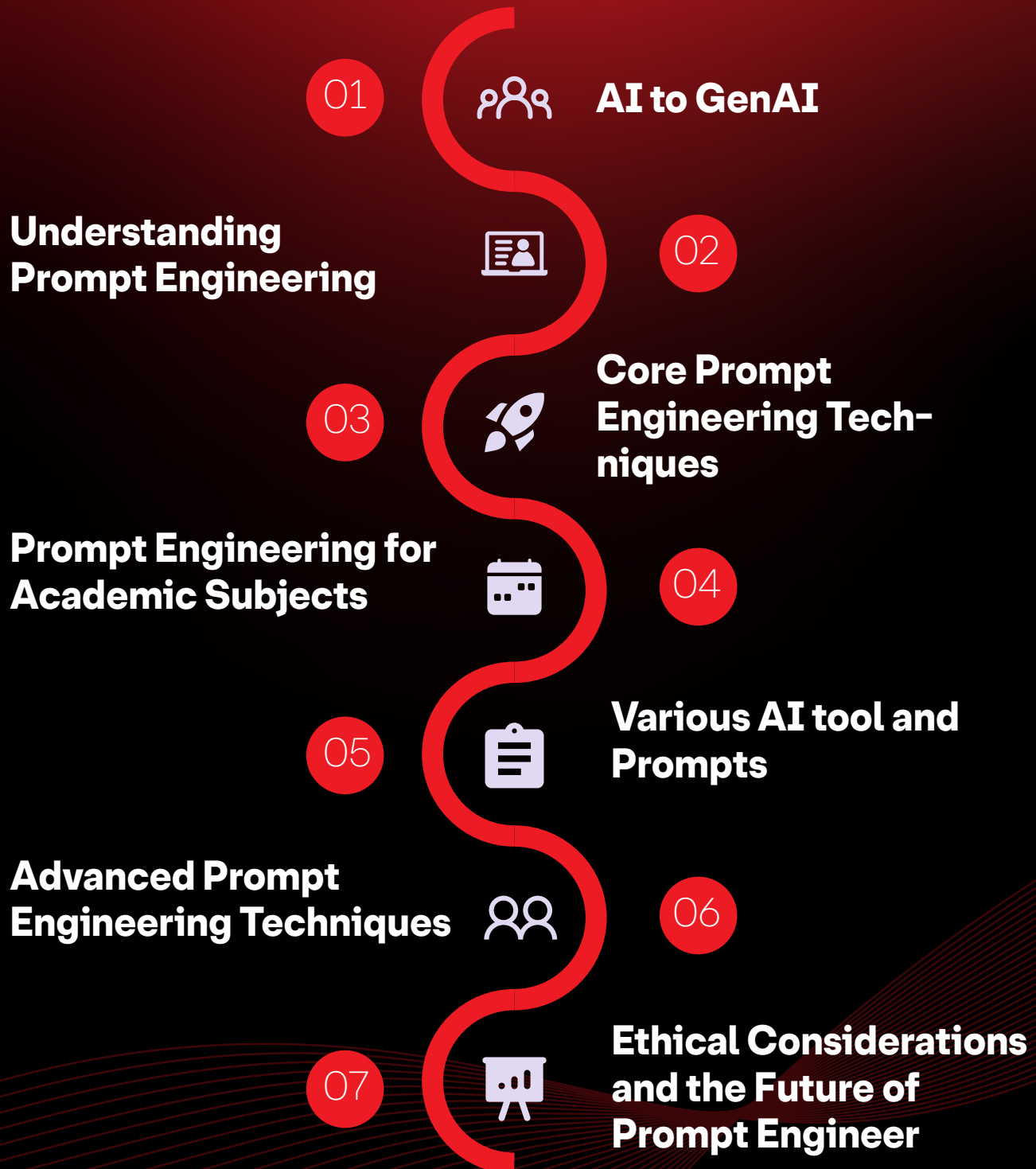
Transform your career with the exclusive  
**Prompt Engineering 101 Certificate**

This program equips you with in-demand skills,  
industry-relevant tools, and expert guidance to  
Prompt Engineering 101 and drive innovation.

Get certified by the best in  
**AI and upskilling**



## About the Programme



01

### **AI to GenAI**

1. Transition from traditional AI to Generative AI and its significance.
2. Key components of GenAI: foundation models, data, and compute.
3. Real-world applications in text, image, audio, and video generation.

02

### **Prompt Engineering**

1. The art of crafting inputs to guide AI responses effectively.
2. Types of prompting: zero-shot, one-shot, and few-shot.
3. Use cases across education, business, and creative domains.

03

### **Core Prompt Engineering Techniques**

1. Chain of Thought (CoT) and Role-based prompting.
2. Structuring prompts: context, instruction, and expected output.
3. Control mechanisms: temperature, max tokens, and formatting.

04

### **Prompt Engineering for Academic Relevance**

1. Creating prompts for concept explanation and subject understanding.
2. Designing quizzes, assignments, and summaries using prompts.
3. Supporting teachers in lesson planning and student engagement.

05

### Various AI Tools and Prompts

- 1.ChatGPT, Claude, and Gemini for text generation.
- 2.DALL·E, MidJourney, and Stable Diffusion for image generation.
- 3.Using tools like ChatPDF for document analysis.

06

### Advanced Prompt Engineering Techniques

- 1.Recursive prompting and prompt chaining.
- 2.RAG (Retrieval-Augmented Generation) and tool calling.
- 3.Introduction to Building AI agents with structured prompts

07

### Ethical Considerations and the Future of Prompt Engineering

- 1.Addressing bias, fairness, and content safety in outputs.
- 2.Preventing misuse and ensuring responsible prompt design.
- 3.Emerging career paths and the evolution of auto-prompting tools.



## Key outcomes

Dive into the world of AI to GenAI with hands-on training in core and advanced prompt engineering techniques, tailored for academic and real-world use. Learn to use top AI tools effectively while understanding ethical considerations and the evolving future of AI prompts.



## Mentors



### Ganta Srinath Reddy

Founder & CEO - The AI SCHOOL

12+ years of entrepreneurial experience in higher education, skill development, and technology. Worked with 4 state governments, 15+ Govt agencies, and 600+ institutions, impacting 300,000+ students through upskilling and career guidance



### Gopi Krishna Lakkepuram

Founder & CEO - Hyperleap AI

A former Microsoft engineer with an MBA from ISB, is the founder of Hyperleap, a full-stack Generative AI platform helping businesses adopt AI faster. At Hyperleap, he leverages his deep tech and business expertise to build impactful AI solutions from India with a lean, results-focused approach.



### T M PRANEETH NAIDU

Founder & CTO - Cognisys AI

With a decade-long focus on algorithm development in Computer Vision and Data Analytics, I specialize in AI-driven problem-solving with technical proficiencies in Python, MATLAB, and C. I have engineered innovative solutions in image processing, video analytics.



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Let's get learning together

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