

ChatGPT Course Syllabus: learn AI for business and productivity

In this ChatGPT course learn to use AI (artificial intelligence) tools to work more efficiently.

- **Introduction to ChatGPT and Generative AI:** Understand what generative AI is, how ChatGPT works, and how it fits into the landscape of artificial intelligence tools used in business.
- **Understanding of How Generative AI Works:** Gain a high-level understanding of how generative AI models like GPT, Claude, and Stable Diffusion generate text and images, and what makes them different from traditional AI.
- **Model Comparison and Selection**
Compare leading generative AI models such as the various versions of ChatGPT, Claude, and Gemini to understand their strengths, limitations, and use case suitability in business settings.
- **Research and Reasoning Capabilities of AI**
Use ChatGPT's deep research tools, browsing-enabled models, and connected apps (like Wolfram, Link Reader, or Zapier) to perform advanced information-gathering and analysis.
- **Using ChatGPT for Business Writing:** Learn to create, revise, and personalize emails, business letters, memos, and client communications using natural language AI tools.
- **Summarizing and Condensing Information:** Utilize ChatGPT to extract key points from lengthy documents, meeting notes, or reports, quickly generating concise summaries and actionable items.
- **Creating Outlines and Structured Content:** Generate outlines for reports, presentations, proposals, and marketing content. Learn prompt strategies for structuring long-form material.
- **Prompt Engineering for Better Results:** Develop effective prompts that guide ChatGPT to produce accurate, relevant, and polished content. Learn how to revise and iterate prompts.
- **Brainstorming and Ideation with AI:** Utilize ChatGPT for creative tasks such as naming, content planning, campaign concepts, or solving business challenges with idea generation techniques.
- **Organizing Tasks and Information:** Apply ChatGPT to generate to-do lists, meeting agendas, checklists, and structured plans for projects or team coordination.
- **Automating Repetitive Workflows:** Learn to use ChatGPT to automate recurring writing tasks such as weekly status reports, client updates, and internal announcements.
- **Understanding Limitations and Reviewing AI Output:** Identify where human review is essential, how to fact-check AI output, and how to avoid over-reliance on generative models.
- **Training ChatGPT with Style and Tone:** Learn to guide ChatGPT to write in your tone of voice using prompt chaining and tone-shaping instructions.

- **Custom Instructions and Personalized AI Setups:** Set up saved preferences and custom instructions in ChatGPT to reflect your goals, writing style, and communication needs.
- **Working with Custom GPTs and Projects:** Organize files, chats, and tools using ChatGPT Projects and build or deploy Custom GPTs tailored to specific workflows or departments.
- **Image and Voice Capabilities:** Explore how to use multimodal tools like image generation, voice synthesis, and file uploads, including hands-on experience with Open AI image tools like DALL·E and Sora.
- **Ethical Use and Privacy Considerations:** Learn best practices for protecting sensitive data, respecting privacy, and maintaining transparency when using AI in business settings.
- **Hands-on Projects:** Apply everything learned in guided practice activities, where you have the opportunity to get assistance from the instructor in the same classroom