

GENERATIVE AI & AI PRODUCTIVITY MASTERCLASS SYLLABUS

Module 1: Understanding Generative AI

- What is Artificial Intelligence?
- Machine Learning vs Generative AI
- Large Language Models
- How AI assistants work
- Generative AI use cases
- AI limitations
- Responsible AI

Module 2: AI Assistants & ChatGPT

- Working with AI assistants
- Effective instructions
- Context
- Role-based prompting
- Content generation
- Summarization
- Rewriting
- Brainstorming
- Practical workflows

Module 3: Prompt Engineering

- Prompt fundamentals
- Zero-shot prompts
- Few-shot prompting
- Role prompting
- Structured prompts
- Chain-of-thought concepts
- Output formatting
- Prompt optimization

- Reusable prompt templates

Module 4: AI Research & Productivity

- AI-assisted research
- Information organization
- Document analysis
- Meeting notes
- Email assistance
- Study assistance
- Research summaries
- Productivity workflows

Module 5: AI for Content & Marketing

- Blog creation
- Social media content
- Marketing copy
- Advertising ideas
- SEO assistance
- Content calendars
- Email campaigns
- AI-assisted marketing workflows

Module 6: AI Image, Presentation & Creative Tools

- AI image generation
- Image prompting
- Social media graphics
- Presentation generation
- AI-assisted design
- Branding
- Thumbnails
- Visual content workflows

Module 7: AI for Coding & Software Development

- AI-assisted programming
- Code generation
- Debugging
- Code explanation
- Documentation
- GitHub Copilot / coding assistants
- AI-assisted project development
- Developer productivity

Module 8: AI Automation, Career & Freelancing

- AI-powered workflows
- Task automation
- Email automation
- Business productivity
- AI services for clients
- Freelancing opportunities
- AI portfolio
- Career opportunities
- Future of Generative AI