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COURSE BROCHURE

ChatGPT and Generative AI Business Applications Training Course

11 – 15 October 2027
Casablanca

jupiterprime.uk

info@jupiterprime.uk

Registered in the United Kingdom and Saudi Arabia

ChatGPT and Generative AI Business Applications Training Course

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ChatGPT and Generative AI Business Applications is a 1-week training course for business managers and functional specialists who want dependable results from text, image and voice assistants in daily tasks, and it produces a departmental use-case playbook. Staff are already drafting, summarising and answering customers with chat assistants, often without agreed prompts, data rules or measures of benefit. Jupiter Prime Training offers ChatGPT and Generative AI Business Applications as a task-centred course.

Why ChatGPT and Generative AI Business Applications Matter Now

Three groups are pushing the subject forward. Employees adopt chat assistants faster than policy can follow, creating uneven quality and hidden data exposure. Customers now expect quick, well-written replies across email and chat. Finance and operations leaders ask for evidence that assistant use saves time rather than adding rework. Organisations that set shared prompt patterns, data boundaries and measures gain faster drafting and more consistent service; those that do not face leaks, errors and scepticism. The course refers to ISO/IEC 42001, the AI management system standard, and the NIST AI Risk Management Framework AI RMF when setting usage rules.

Who Gains Most from ChatGPT and Generative AI Business Applications

- Managers who decide which departmental tasks an assistant may support
- Specialists who draft reports, proposals and correspondence
- Service leads who handle customer emails, chat and complaints
- Analysts who summarise documents, meetings and spreadsheets
- Coordinators who maintain templates and internal knowledge pages

A department that sends a manager with two or three specialists gains most, since its playbook then reflects the real tasks of the unit.

ChatGPT and Generative AI Business Applications Capabilities

Participants practise selecting tasks, writing reusable prompts and judging assistant output against business quality bars.

- Assess departmental tasks for assistant suitability using a scoring grid — functional heads
- Design prompt templates with role, context, format and constraints — specialists
- Compare chat assistants, office-suite copilots and image generators — IT and procurement
- Apply data classification rules before pasting content into a tool — information security
- Build customer reply drafts with tone and escalation rules — service leads
- Calculate time saved and rework against a baseline — finance partners

Key ChatGPT and Generative AI Business Applications Terms

- Large language model — A model trained on large text collections that predicts and generates language in response to a prompt.
- Prompt template — A reusable instruction pattern with placeholders for context, task, format and limits.
- Hallucination — Fluent output that states facts or sources the model has invented or misread.
- Grounding — Supplying approved documents to an assistant so answers draw on that content rather than general training text.
- Context window — The amount of text a model can consider at once, covering the prompt, documents and its reply.
- Data classification — Labelling information by sensitivity to decide what may be entered into an external tool.

ChatGPT and Generative AI Business Applications Day by Day

Day 1: The Assistant Landscape at Work

- How Large Language Models Respond — Setting Realistic Expectations for Output
- Chat Assistants, Copilots and Image Generators — Matching Tool Type to Task
- Task Suitability Grid — Choosing Where Assistants Help Most
- ISO/IEC 42001 and NIST AI RMF — Framing Acceptable Use Rules
- Data Classification Rules — Deciding What Content May Be Shared

Day 2: Prompt Design for Business Writing

- Role, Context, Format and Constraint Prompts — Shaping Reliable Drafts
- Few-Shot Examples — Matching House Style and Tone
- Iterative Refinement — Tightening Reports, Proposals and Emails
- Summarisation Prompts — Condensing Meetings, Contracts and Long Reports
- Prompt Template Library — Standardising Repeat Tasks Across a Department

Day 3: Analysis and Knowledge Tasks

- Spreadsheet Interpretation With Assistants — Checking Trends Before Sharing
- Grounding on Approved Documents — Reducing Invented Answers
- Hallucination Checks — Verifying Facts, Figures and Citations
- Context Window Limits — Splitting Long Material Sensibly
- Image and Slide Generation — Deciding When Visuals Are Appropriate

Day 4: Customer Service and Measurement

- Customer Reply Drafting — Applying Tone, Accuracy and Escalation Rules
- FAQ and Knowledge Page Generation — Keeping Answers Consistent
- Human Review Steps — Assigning Sign-Off for Outbound Content
- Time-Saved Baselines — Measuring Productivity Gains Honestly
- Quality Sampling — Tracking Rework and Error Rates

Day 5: Practising the Departmental Use-Case Playbook

- Case Task Selection — Applying the Suitability Grid
- Case Prompt Set — Applying Templates and Few-Shot Examples
- Case Data Rules — Applying Classification to Real Documents
- Peer Testing of Outputs — Applying Hallucination and Quality Checks
- Departmental Use-Case Playbook — Finalising Tasks, Prompts and Measures

Applying ChatGPT and Generative AI Business Applications After the Course

- Run the task suitability grid with colleagues and agree three assistant-supported tasks for the next quarter.
- Record a time-saved baseline for one drafting task and compare it after four weeks of template use.

ChatGPT and Generative AI Business Applications Questions FAQ

What are ChatGPT and Generative AI Business Applications and why do they matter now?

They are the everyday uses of chat assistants and generators for drafting, summarising, analysis and customer replies. They matter now because staff already use them, and without shared prompts, data rules and measures the results vary and sensitive content can leak.

Which roles gain most from ChatGPT and Generative AI Business Applications?

Business managers and functional specialists gain most, especially those who write, summarise or answer customers daily. Service leads and analysts also benefit from shared templates.

How do ChatGPT and Generative AI Business Applications differ from a beginner ChatGPT course?

They go beyond basic use. A beginner course builds personal habits with one assistant; this course works at department level, covering tool comparison, data classification, customer service drafting and productivity measurement.

What do you bring back from ChatGPT and Generative AI Business Applications?

You bring back a playbook for your department listing chosen tasks, tested prompt templates, data rules and the measures used to judge benefit.

ChatGPT and Generative AI Business Applications: The Way Forward

The departmental use-case playbook first informs the manager's decision on which tasks move to assistant support. Specialists and service staff then use its templates daily. After a month, revisit the measures and data rules, since experience in sectors such as retail or professional services often shows which tasks deliver time savings and which create rework.