



AI PROMPT ENGINEERING FOR PROFESSIONALS

C O U R S E G U I D E



Explore practical prompting techniques, AI best practices, and real-world use cases across industries.

THE OVERVIEW

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AI PROMPT ENGINEERING

FOR PROFESSIONALS

EVENING SESSION | 5:30–8:30 PM

Choose Your Preferred Schedule

Batch 1: Aug 19-21 | **Batch 2:** Aug 26-28

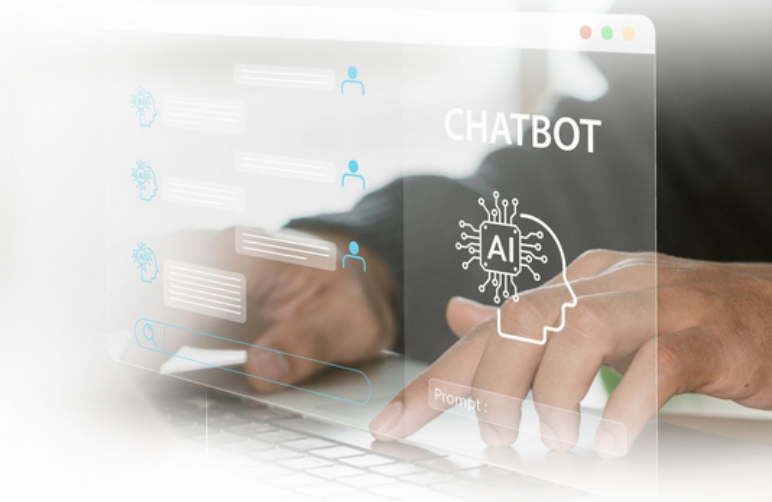
Language: English

Objectives:

- Raise awareness about generative AI tools and their applications.
- Develop skills in crafting effective prompts in generative AI.
- Explore practical ways to integrate generative AI into daily tasks, and activities.

“Joining WPH and their trainings and seminars will really help you learn. Especially now that we are transitioning to AI. AI will not replace us humans but it will help us do our tasks faster, more efficient and more accurate. It provides us with a lot of resources. It’s still humans that can decide later on if the AI output will be accepted or not”

— Sherry Naz, Chair of IT Department, DLSUD



The course AI Prompt Engineer introduce learners to the fundamentals of generative artificial intelligence, focusing on how AI systems create content such as text, images, and code, while also highlighting their capabilities, limitations, and ethical considerations like bias, accuracy, and data privacy. It then builds practical skills in crafting effective prompts by teaching how to clearly define objectives, provide context, set instructions and constraints, and apply techniques such as role prompting and iterative refinement.

By combining awareness with hands-on prompting strategies, the course equips learners to use AI tools responsibly, critically evaluate outputs, and produce more accurate, relevant, and high-quality results in academic, professional, and everyday tasks.

INTENDED PARTICIPANTS

Designed for professionals, business users, and learners who want to use AI tools more effectively, create better prompts, evaluate AI-generated outputs, and apply AI responsibly across real workplace scenarios. Suitable for Marketing, HR, Administration, Business, Freelance, and Technology professionals seeking practical, workplace-ready AI skills.



Prompting

Ask me anything

Pre-requisite Knowledge

- Basic computer literacy.
- Familiarity with spreadsheets and business reports.
- Basic understanding of accounting or business operations is advantageous but not required.
- No programming or technical background required.

Pre-requisite Materials:

- Laptop with internet connection
- Access to ChatGPT or Google Gemini
- MS Word, Excel, MS Office 365 Account

For those who see AI not as a trend, but as a skill worth mastering.

Module 1:

Introduction to Generative AI

Sub-Topic:

- Purpose of the Training
- Importance of Generative AI in the current landscape

Learning Objective:

- Discuss the importance of being aware of generative AI and the necessity of knowing how to craft effective prompts



Module 2:

Understanding Generative AI

Sub-Topic: Definition of Generative AI

Learning Objective: Provide a definition of generative AI

Sub-Topic: Generative AI Functions

Learning Objective: Explain the functions of Generative AI

Sub-Topic: AI vs. non-AI

Learning Objective: Distinguish between AI and Non-AI Tools



Module 3

Applications of Generative AI

Sub-Topic: Use Cases

Learning Objective: Showcase various use cases of generative AI across different industries.

Sub-Topic: Generative AI Tools

Learning Objective: Provide a comprehensive list of available generative AI tools.

Module 4

Responsible Use of Generative AI

Sub-Topic: Benefits of Generative AI

Learning Objective: Outline the advantages of generative AI for employees

Sub-Topic: Ethical Considerations

Learning Objective: Discuss the ethical considerations associated with generative AI

Module 5

Basics of Prompting

Sub-Topic: Definition of Prompting

Learning Objective: Provide the definition of Prompt Engineering

Sub-Topic: Importance of Prompting

Learning Objective: Explain the significance of Prompts

Sub-Topic: Types of Prompts

Learning Objective: Discuss the various types of prompts, including open and closed-ended, zero-shot and multi-shot, as well as chain of thought.

Module 6

Crafting Effective Prompts

Sub-Topic: Parts of Prompts

Learning Objective: Explain the parts of prompts: persona, aim, recipients, theme, and structure

Sub-Topic: Iterating Prompts

Learning Objective: Discuss the importance of iterating on prompts.

Module 7

Evaluating Outputs

Sub-Topic: AI Hallucinations

Learning Objective: Identify instances of AI hallucinations

Sub-Topic: Fact Check using 3 Steps

Learning Objective: Educate trainees on how to verify, research, and evaluate Generative AI outputs

RECOGNISED BY ACADEMIC AND INDUSTRY PARTNERS

“WPH Academy is a collaborative and forward-thinking education partner. They respect academic structures while bringing valuable industry perspectives that enhance student learning without compromising institutional values.”

— **Marivic R. Mitschek, MIT**
Dean, CITS DLSUD





All participants who
successfully complete
the programme will
receive a Certificate of
Completion.

This certificate recognises their
commitment to the course and
confirms that they have met the
required learning outcomes
through active participation and
hands-on application of the
concepts covered throughout the
training. It serves as a formal
acknowledgement of their skills
development and learning
achievement.



WPH Academy equips individuals with industry-driven training programmes and AI-focused workshops, helping develop essential digital skills to thrive in today's evolving technology landscape. Our programmes emphasise hands-on learning, real-world projects, and mentorship from industry professionals, ensuring participants gain practical, job-ready experience aligned with current market demands.

Backed by WPH Digital's 27 years of expertise in software development and AI-driven solutions, our training bridges the gap between learning and real-world application while empowering professionals with the knowledge to understand and apply emerging AI technologies.



Recognised as Industry Education Partner by DLSU-Damariñas Philippines.

Trusted Standards & Industry Recognition



We are among the first AI and Digital Companies in Asia to receive this certification, and the first in the world to achieve ISO 42001 certification for AI systems in the oil and gas industry.



Part of a global community advancing trustworthy and responsible AI development.

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INDUSTRY-ALIGNED TRAINING PROGRAMMES

including an elective course with the University Partner DLSUD in Philippines.

10

AI TRAINING PROGRAMMES DELIVERED

Specialised courses covering generative AI, AI governance, risk management, and modern AI applications.

2,300+

LEARNERS ENGAGED

through our training and bootcamp programmes

65%

CAREER PROGRESSION RATE

participants considered for internal job opportunities
Based on 40+ job offers from 60+ graduates

4.9 / 5

AVERAGE LEARNER RATING

Based on feedback from participants across academy workshops and bootcamps

5

REGIONAL TRAINING REACH

Based on feedback from participants across academy workshops and bootcamps

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5+ YEARS

of Professional Experience

Ansbert F. Gregana is an IT Trainer, Web Developer, and Academic Instructor with a strong background in computer science and hands-on industry experience. He specializes in full-stack web development, cloud technologies, and modern training methodologies for beginners and mid-level professionals.



The power of AI is not only in automation. It's in amplifying human creativity.

He has extensive experience delivering bootcamps and corporate training programs covering .NET, ReactJS, MySQL, Kubernetes, frontend technologies, application security, and Generative AI fundamentals. Known for his hands-on, project-based approach, Ansbert simplifies complex concepts into practical, real-world applications.

Currently an IT Trainer at WPH Digital, he designs industry-aligned programs while mentoring learners toward professional and career readiness.

ANSBERT GREGANA

WPH Academy Instructor

AI Development Lead with experience using AI tools such as GitHub Copilot, Google Gemini, ChatGPT, and Claude for development, automation, and AI integration. Conducted 20+ AI trainings and bootcamps focused on modern workplace applications.

WHAT OUR LEARNER SAY

"The bootcamp gave me a solid foundation in coding and boosted my confidence, especially in responsive design and JavaScript. The hands-on activities and supportive feedback from the instructors and co-trainees really helped me improve and apply what I learned."

— **KC M.**

BS Computer Engineer

"The activities are really engaging especially the LMS. I've seen the LMS, it's very good. I like this interactiveness. The graphics and all the content and how lessons are delivered through online platforms. So it's nice."

— **Sherry N.**

Chair of IT Department, DLSUD

"The most important thing for me is the learning environment because I get to talk with my teacher and classmates. It's very interactive, unlike other bootcamps where you cannot ask questions."

— **Clarence C.**

BS Chemical Engineer

"What it makes different from learning through YouTube is it has its structure. It has its own topics. People will be guided like levels, level one AI. It is transitioning for enhanced knowledge."

— **Christopher G.**

DOST Employee

"I've been getting a quality education, and I really appreciate the effort of everyone involved. My knowledge has expanded beyond the university, and I value the opportunity to connect with like-minded individuals and work as part of a team."

— **Lanz M.**

BS Computer Science

"It's not just about reading or watching tutorials; we're building and solving real problems."

— **Chanella A.**

BS Information Technology





GET IN TOUCH

Have questions or want to learn more about our programmes? We'd love to hear from you.

Drop us an email and our team will be glad to connect with you and provide the information you need.



wphacademy@wphdigital.com

Ready to join?
Register today



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