AI Basics for Everyday Business Users

Duration: 2 Days Course Code: GK840004 Delivery Method: Virtual Learning

Overview:

Instantly Boost Your Productivity! Learn, practice, and apply AI tools to navigate the business world with confidence.
This course is a hands-on, instructor-led course designed for business professionals who are new to artificial intelligence and want to apply it effectively in their day-to-day work.

The course focuses on practical, real-world business applications of modern AI, including improving written communication, generating and refining content, analyzing and summarizing information, supporting decision-making, and increasing productivity across common workflows. Participants will work directly with widely available AI tools such as chatbots, productivity assistants, and generative AI platforms, with an emphasis on real workplace use rather than theory.

You will learn how to write clear and effective prompts, evaluate and refine AI-generated output, and use AI responsibly when working with business information. The course also introduces strategies for reducing errors, recognizing limitations such as hallucinations and bias, and applying ethical and privacy-aware practices in professional environments.

By the end of the course, you will have a strong foundation for using AI confidently and safely at work, and you will be prepared to continue into more advanced AI training focused on deeper capabilities, automation, and specialized use cases.

Virtual Learning

This interactive training can be taken from any location, your office or home and is delivered by a trainer. This training does not have any delegates in the class with the instructor, since all delegates are virtually connected. Virtual delegates do not travel to this course, Global Knowledge will send you all the information needed before the start of the course and you can test the logins.

Target Audience:

This beginner-friendly workshop is designed for business professionals who want to understand and use AI effectively in their everyday work. It is well suited for individuals in roles such as operations, marketing, human resources, customer service, project management, sales, and administrative support. If you are interested in improving communication, streamlining routine tasks, working more efficiently, and using AI responsibly in a professional environment, this course is a great fit.

Objectives:

- **In this course participants will learn:**
- What AI is in clear, non-technical terms, including how it differs from automation and how modern AI is used in today's business environment
- The different types of AI (including generative AI) and what they can and cannot do in real workplace scenarios
- How to work with modern AI assistants and chatbot-style tools to support common business tasks such as writing, research, summarization, and planning
- How to create clear, structured prompts using best practices such as defining goals, adding context, setting tone, and using examples
- How to apply role-based prompting techniques to generate more relevant, professional, and actionable results
- Practical ways to use AI to improve productivity, streamline workflows, and reduce repetitive work across everyday tasks
- How AI supports business activities such as document drafting, communication improvement, proposal development, and information organization
- How AI can assist with analysis and decision support, including identifying trends, extracting insights, and improving reporting
- How to evaluate AI-generated results critically, recognize common issues like hallucinations and bias, and reduce errors through verification strategies
- Best practices for responsible AI use, including data awareness, privacy considerations, and ethical decision-making in a business environment
- (Time permitting) A high-level introduction to agentic AI and how next-generation AI systems can plan and complete multi-step tasks using structured workflows

Prerequisites:

No technical skills or prerequisites are required. This course is ideal for anyone who wants to build practical AI tool skills without needing a technical background. Participants should have basic familiarity with using a computer and common workplace applications such as email clients, office productivity suites, and project management tools. It is also helpful to have a general understanding of how businesses operate, including familiarity with your own organization’s workflows, processes, and day-to-day responsibilities.

Content:

1) Explore AI in Today's Business

Artificial Intelligence frequently appears in news headlines and everyday conversations, but its true nature is often misunderstood. You might have heard claims that AI can learn entirely on its own, always delivers correct answers, or even thinks just like a human. In reality, AI is built on a foundation of data, algorithms, and human input, with capabilities that are powerful yet distinct from human intelligence. By exploring the differences between basic automation and modern AI, you will see how machines have evolved from simply following fixed rules to recognizing complex patterns, adapting through learning, and generating new content. This lesson will show you the core principles behind AI, the different types it takes, and the real-world applications that are transforming industries today. You will also uncover the challenge

- Identify common misconceptions about AI and automation.
- Distinguish between automation, AI, and generative AI.
- Describe the historical evolution of automation and programming leading to AI.
- Explain the main types and capabilities of AI.
- Illustrate how AI models learn and make predictions.
- Recognize the role of machine learning as a subset of AI.
- Outline the basics of natural language processing and computer vision.
- Real-world applications and challenges of AI technologies.
- Key business benefits and challenges of AI integration.
- Lab: Getting Started with ChatGPT

2) Getting Started with Chatbots

Artificial intelligence now shapes how you access information, solve problems, and create content. ChatGPT stands out as one of the most influential AI platforms, offering a conversational experience that feels natural and intuitive. You will see how ChatGPT was developed, what makes its technology unique, and how its rapid growth has influenced both the tech industry and everyday life. This lesson covers the fundamentals of how ChatGPT and similar tools work, the variety of AI models available, and the key features that set them apart. You will explore the practical uses of these AI systems, from automating business processes to generating images and text with just a few words. Along the way, you will learn about important topics such as responsible AI

You will explore the practice of prompt engineering, which involves designing clear and specific instructions to guide AI systems toward producing useful and relevant responses. By focusing on how prompts are constructed, you can use the full capabilities of AI, making interactions more effective and outputs more reliable. You will examine the essential elements that make a prompt successful, such as defining objectives, providing context, and illustrating with examples. You will also learn strategies for tailoring prompts to different audiences, structuring information for clarity, and setting the right tone for your message. Special attention will be given to the complexities of human language, which can present challenges for AI interpretation. By mastering these techniques, you will gain the skills needed to create prompts that

- Define prompt engineering and its purpose in AI interactions.
- Identify key terms related to prompt engineering and generative AI.
- Explain how prompt engineering influences AI response quality and automation.
- Recognize challenges of human language for AI understanding.
- List essential components of an effective AI prompt.
- Construct prompts using objectives, context, examples, roles, structure, and tone.
- Apply best practices for crafting both text and image generation prompts.
- Describe AI strengths and limitations in interpreting prompts.
- Lab: Role-Based Prompting for Business Use Cases
- Lab: Processing Survey Responses using AI

4) Work Smarter, Not Harder: Boost Your Productivity with AI

Artificial intelligence is changing how work gets done, from streamlining business processes to personalizing daily routines. You will see how AI can handle repetitive tasks, such as sorting emails and automating reports, freeing you up for more creative and strategic projects. Explore how machine learning and natural language processing are used to spot patterns in data and make communication more efficient. Discover the latest AI-driven apps that help with time management, scheduling, and even email responses, making it easier to stay organized and productive. Learn how AI wearables turn health data into actionable insights to boost

6) Staying Safe and Smart with AI Tools

AI tools can produce responses that seem knowledgeable and trustworthy, but sometimes the information is completely made up. When working with AI, it is important to understand why these mistakes happen and what can be done to prevent them. You will learn how AI systems generate answers, why they occasionally get things wrong, and how issues like data bias and lack of context contribute to errors. By exploring practical examples and simple strategies, you will see how to spot problems, verify information, and use AI more effectively and safely in your work. This knowledge empowers you to get the most out of AI while protecting your organization from avoidable mistakes.

- Define AI hallucinations and explain why they happen.
- Identify factors that cause AI to generate false or misleading information.
- Describe how bias and data voids affect AI outputs.
- Recognize the risks of over-reliance on AI-generated content.
- List practical steps to reduce AI hallucinations and bias.
- Explain the importance of AI policies and guidelines in the workplace.
- Apply safe practices for reviewing and using AI-assisted communication.
- Lab: Hume.ai
- Lab: Creating a Voice Clone in Descript

7) The Ethics and Responsibility of AI

AI is transforming the way businesses operate, but this transformation comes with new responsibilities. When using AI tools, it is important to think not only about efficiency and results, but also about fairness, privacy, and the impact on people. AI systems can influence decisions about hiring, pricing, and access to services, so the way you design, deploy, and monitor these systems matters. In this lesson, you will learn how to recognize the ethical and legal considerations that are essential for responsible AI adoption. You will also see how data privacy and security practices protect both your organization and the individuals whose data you handle. By understanding these principles and following best practices, you can ensure that the benefits of AI are realized while minimizing risks and maintaining trust with customers, empl

- Define ethical AI and describe its

use, data privacy, and the environmental costs of this new technology. By under

- Explore the origins and development goals of ChatGPT and OpenAI.
- ChatGPT's global impact and usage statistics.
- Explain the Generative Pre-trained Transformer (GPT) architecture.
- Compare major AI models including GPT-3.5, GPT-4, GPT-4-turbo, GPT-4o, and GPT-5.
- Recognize the competitive landscape with leading AI tools from Google and Microsoft.
- Describe how AI generates and processes text and images.
- Define key model settings such as Temperature and Top-P.
- Introduce responsible AI use and ethical considerations.
- Privacy features and data handling practices in Chatbotsi
- Recognize the environmental impacts of large-scale AI systems.
- Lab: Working with ChatGPT
- Lab: Exploring language models and parameters

3) Role-Based Prompting for Business Use Cases

your energy and focus throughout the day. See how AI is reshaping software development by generating code, testing for bugs, and creating documentation automatically. Understand the importance of choo

- Identify areas in business operations where AI can increase efficiency.
- Recognize AI-powered tools for personal and team productivity.
- Describe how AI is used in software development and coding tasks.
- List best practices for successful AI adoption in business.
- Explain the impact of AI on workplace culture and skill requirements.
- Lab: Creating business proposals using AI
- Lab: Enhancing Business Proposals

5) Powering Your Business with AI

AI isn't just a buzzword found in tech headlines, it's a practical tool that's quietly reshaping how business gets done every day. You interact with AI whenever your inbox suggests the next reply, when your calendar finds the best meeting times, or when you get product recommendations while shopping online. In this lesson, you'll see how AI streamlines your workflow, helps you analyze data more effectively, and even personalizes your communication with customers and colleagues. You'll learn how to spot AI in action, prepare your own data for better results, and use AI tools to save time, reduce errors, and focus on higher-value work. Whether you're looking to improve customer support, enhance team collaboration, or plan ahead with greater confidence, you'll find practical strategies for putting AI to work in your business, starting

- Identify key areas where AI adds value in modern business operations.
- Recognize everyday tools and processes already using AI behind the scenes.
- Understand the importance of clean, "AI-ready" data for effective automation.
- Describe how AI supports data analysis, trend spotting, and reporting.
- Explain how sentiment analysis and real-time feedback drive better customer engagement.
- Summarize the role of predictive analytics for smarter planning and decision-making.
- Illustrate how AI personalizes communication and content at scale.
- List ways AI enhances team collaboration, project management, and daily operations.
- Point out common pitfalls when

importance in business.

- Identify the potential risks and challenges of AI in business settings.
- Explain data privacy and security considerations when using AI tools.
- Recognize common ethical challenges in generative AI, including bias and misinformation.
- Distinguish between public and private data, and outline best practices for data handling.
- Key data protection laws and regulations affecting AI use.
- Identify roles and responsibilities for accountability in AI projects.
- Explain the importance of transparency and explainability in AI decision-making.
- Lab: Supercharge Your Research with NotebookLM
- Lab: Perplexiti AI

implementing AI in business and ways to avoid them.
- Lab: AI Image Analysis and Generation
- Lab: Developing a Voice assistant

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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