



Consulting and Training | Reach New Heights

Course Name

Prompt Engineering & Context Design for Business

Sector Name

Artificial Intelligence (AI)

Document Type

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Prompt Engineering & Context Design for Business

Course Introduction

The quality of generative AI outputs depends heavily on how a task is defined, what information is provided, and how expectations are communicated. A well-written prompt can improve a single response, but consistent business use requires a broader capability: designing the context, constraints, reference information, examples, and interaction sequence that enable AI to perform a task reliably across different situations.

Boost Consulting & Training offers this course to develop advanced prompting and context-design skills for practical business applications. Participants learn to structure prompts around clear objectives, supply relevant context, break complex work into manageable interactions, use examples and reference materials effectively, develop reusable prompt patterns, evaluate output quality, and systematically improve AI interactions. The course focuses on designing reliable business interactions with generative AI rather than memorizing fixed prompt formulas.

The main concept of this course is to move beyond individual prompts and design structured AI interactions in which task definition, context, instructions, reference information, and evaluation criteria work together to produce more consistent business results.

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Target Audience

- ✓ Business professionals using generative AI regularly
- ✓ Analysts, consultants, and knowledge workers
- ✓ Managers and specialists developing AI-assisted work practices
- ✓ Professionals responsible for creating repeatable AI-enabled business tasks

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Learning Objectives

- ✓ Translate business requirements into clear AI tasks and expected outputs.
- ✓ Structure prompts using appropriate instructions, context, constraints, and output requirements.
- ✓ Design context that gives AI the information necessary to perform specific tasks.
- ✓ Break complex business activities into effective multi-step AI interactions.
- ✓ Use examples and reference materials to improve output relevance and consistency.
- ✓ Develop reusable prompt patterns for recurring business applications.
- ✓ Establish criteria for evaluating and comparing AI-generated outputs.
- ✓ Test and refine prompt and context designs for greater reliability across different inputs.

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Course Outline

✓ DAY 01

Designing the Task before the Prompt

Defining What AI Needs to Accomplish

- ✓ Translate broad business requests into specific tasks and expected outcomes.
- ✓ Defining audience, purpose, boundaries, required inputs, and output characteristics.
- ✓ Recognize ambiguous task definitions that produce inconsistent AI responses.

Building Strong Prompt Architecture

- ✓ Structure instructions using objectives, context, constraints, and output requirements.
- ✓ Determine when roles, examples, formatting requirements, or criteria add genuine value.
- ✓ Complete a Prompt Architecture Challenge by redesigning weak business prompts.

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Course Outline

✓ DAY 02

Designing Context for Better Results

Providing the Right Context

- ✓ Determine which background information AI needs and which information creates unnecessary noise.
- ✓ Structure business facts, terminology, assumptions, and constraints for effective use.
- ✓ Separate instructions from reference material when working with complex information.

Working with Examples and Reference Material

- ✓ Use examples to demonstrate expected patterns, quality, and output characteristics.
- ✓ Guide AI using policies, documents, specifications, and other supplied information.
- ✓ Complete a Context Design Lab using the same task with different levels and structures of context.

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Course Outline

✓ DAY 03

Managing Complex AI Interactions

Breaking Down Complex Tasks

- ✓ Decompose multi-stage business problems into manageable AI-supported steps.
- ✓ Sequence analysis, generation, review, and refinement activities logically.
- ✓ Preserve important context as the interaction develops.

Designing Iterative Conversations

- ✓ Use follow-up instructions to challenge, expand, narrow, or restructure AI outputs.
- ✓ Request alternatives and test assumptions instead of accepting the first response.
- ✓ Complete a Multi-Step Prompting Simulation involving a complex business requirement.

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Course Outline

✓ DAY 04

Building Reusable Prompt Systems

Moving from One-Time Prompts to Repeatable Patterns

- ✓ Identify stable instructions and variable inputs within recurring business tasks.
- ✓ Create reusable prompt structures that can accommodate different cases.
- ✓ Define input requirements so other users can apply the prompt consistently.

Designing for Different Business Applications

- ✓ Adapt prompt and context structures for analysis, comparison, extraction, generation, and evaluation.
- ✓ Build interaction patterns appropriate to different types of professional work.
- ✓ Develop a Reusable Prompt System for a recurring business activity.

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Course Outline

✓ DAY 05

Testing and Improving Prompt Performance

Evaluating AI Outputs Systematically

- ✓ Define criteria for accuracy, relevance, completeness, consistency, and usability.
- ✓ Compare alternative prompts using the same inputs and evaluation criteria.
- ✓ Identify whether poor results originate from instructions, context, source information, or task design.

Building Reliable Business Interactions

- ✓ Test reusable prompt designs against varied and more difficult inputs.
- ✓ Refine prompts and context based on observed weaknesses rather than subjective preference.
- ✓ Complete a Prompt & Context Design Lab in which participants build, test, evaluate, and improve a reusable AI interaction for a realistic business application.

Prompt Engineering & Context Design for Business

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Jan. 31, 2027	Feb. 4, 2027	5 days	4250.00 \$	KSA , Riyadh
April 25, 2027	April 29, 2027	5 days	4250.00 \$	Bahrain , Manama
Sept. 6, 2027	Sept. 10, 2027	5 days	4950.00 \$	England , London

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