JAMES COOK INSTITUTE

WSQ Generative AI At Work

COURSE DURATION
16 Hrs

COURSE REFERENCE NO.
TGS-2024048242

MODE OF TRAINING
Classroom

FUNDING VALIDITY
Till 13 Aug 2026

This course introduces business professionals to the fundamentals of Generative AI and its applications in enhancing work productivity. Participants will learn about the principles, technologies, and algorithms essential to understanding large language models and explore practical uses of tools like ChatGPT and Gemini in business settings.

Who Is This Course For

- This training is relevant to all employees, PMETs, executives and professionals who want to learn how to generative AI tools to enhance their productivity.

Course Objectives

By the end of this course, learners will be able to:
- Articulate the principles, technologies, and algorithms that underpin generative AI.
- Explore the use of generative AI tools like ChatGPT and Gemini in a business context
- Understand how generative AI can be used to create synthetic media, such as images, videos, and audio, and explore its applications in the business world.
- Appreciate emerging trends and future developments in generative AI, and understand the potential implications for businesses.
- Apply best practices in prompt engineering in generative AI tools
- Understand the ethical considerations and potential risks associated with generative AI, including privacy, bias, and transparency, and learn best practices for responsible deployment

FULL FEE
$700
(Subject to 9% GST)

NETT FEE AFTER FUNDING
$273.00

SME OR Singaporean age 40 and above (Subject to 9% GST)
70% Course Fee Funded

$413.00

Non-SME OR Singaporean age 21 to 39 OR Singapore PR
(Subject to 9% GST)
50% Course Fee Funded

Subsidies Available Individual

SkillsFuture Credit
UTAP
PSEA

Visit Our Website

📞 6737 5761   💬 8767 0614   ✉ enquiry@jci.edu.sg

📍 150 Orchard Road, #06-14, Orchard Plaza 238841

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Course Content

Learning Unit 1: Introduction to Generative AI
- What is Generative AI?
- Use cases of Generative AI in business
- Understanding Large Language Models (LLM)

Learning Unit 2: Deep Dive into Generative AI tools
- Appreciate various Generative AI tools like Chat GPT, Gemini, MidJourney etc.
- Hands-on practice of Chat GPT & Gemini

Learning Unit 3: Understanding Prompt Engineering
- What is Prompt Engineering?
- Understanding elements of prompt engineering
- Applying prompt modifers
- Creating effective prompts

Learning Unit 4: Ethical Considerations and Best Practices
- Ethical issues in generative AI: Bias, privacy, transparency
- Best practices for responsible AI deployment

Learning Unit 5: Media Synthesis with Generative AI
- Introduction to media synthesis:Images,videos
- Applications in the business

Learning Unit 6: Creating Images using Generative AI
- Introduction to generative tools for image creation
- Demonstration of image creation

Learning Unit 7: Creating videos and audios using Generative AI
- Introduction to generative tools for video and audio creation
- Demonstration of image creation

Learning Unit 8: Future Trends and Opportunities in Generative AI
- Emerging trends in generative AI: 3D modeling, music composition, etc.
- Potential future applications and their impact on businesses

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