JAMES COOK INSTITUTE



DIGITAL & IT

BASIC

[Synchronous E-Learning]

Generative AI At Work

Description

This course is designed for personal and business professionals new to applying Generative AI technologies to make their work effective and productive. It provides an introduction to large language models and explores various tools — including ChatGPT, Gemini, Nano Banana, Copilot, MS Designer, Claude, and Gemini Notebook—alongside their practical applications.

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, Gemini, Copilot and Claude in a business context
- Understand prompt engineering, its techniques and applications
- 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
- Understand the ethical considerations and potential risks associated with generative AI, including privacy, bias, and transparency, and learn best practices for responsible deployment

Course Duration
16 Hours

Course Reference No.
TGS-2026065310

Mode of Training
Synchronous E-Learning

Funding Validity
Till 13 Aug 2027

Full Fee $700
(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	70%	$273.00
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	50%	$413.00

Subsidies available: SFC, SFEC, PSEA & UTAP

As pre-requisites may differ by course, we strongly encourage you to review the details and contact us for any clarification.

Visit our Website

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ver. no.: 2025.09.18

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Course Content

Learning Unit 1: Introduction to Generative AI
- Impact of technology at work
- Awareness of critical technological trends and developments
- What is Generative AI?
- Use cases of Generative AI in business

Learning Unit 2: Deep Dive into Generative AI tools
- Understanding Large Language Models (LLM)
- Understanding Neural Networks
- Appreciate various Generative AI tools like ChatGPT, Gemini, Nano Banana, Claude

Learning Unit 3: Ethical Considerations and Best Practices
- Ethical issues in generative AI: Bias, privacy, transparency
- Best practices for responsible AI deployment

Learning Unit 4: Understanding Prompt Engineering
- What is Prompt Engineering?
- Understanding elements of prompt engineering
- Creating effective prompt techniques
- Applying prompt modifiers

Learning Unit 5: Creating Images using Generative AI
- Introduction to media synthesis: Images, videos, audio
- Image creation tools using Generative AI
- Applications in the business

Learning Unit 6: Creating Videos and Audios using Generative AI
- Tools for video and audio generation
- Create videos and audios for training content
- Tips for effective prompts for video generation

Learning Unit 7: Future Trends and Opportunities in Generative AI
- Emerging trends and opportunities in application of Generative AI
- Justifications to apply Generative AI at Work

Learning Unit 8: Potential Future Applications and Their Impact on Business
- Automating content creation and personalization
- Fueling innovation and design
- Data-driven decision making
- Revolutionizing customer experiences
- Retrieval-Augment Generation (RAG) and Google NotebookLM

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