GURU GOBIND SINGH
INDRAPRASTHA UNIVERSITY
NEW DELHI

SBIT TechMentors
Learn · Innovate · Lead

Unlock $4.4 Trillion in Value with Generative AI Mastery!

PG Level Advanced Certification Programme in
GENERATIVE AI: PROMPT ENGINEERING AND APPLICATIONS

Design, Develop, and Deploy with Generative AI Prompt Engineering

9 MONTHS PROGRAMME

Only NAAC A++ Govt University Programme	Offline and Online Classes	Mentoring by Industry Experts	IP University Alumni Status

Exclusively designed for professionals in Mathematics, Science or Engineering

Admission Helpline : 9560361410 | www.techmentors.sbit.in | info.techmentors@sbit.in

Are you looking for an exceptional Education Experience that will reignite your mind ?

A programme where Innovation and Learning by doing are the presiding principles ?

Then come to the Source
There's only one: SBIT TechMentors

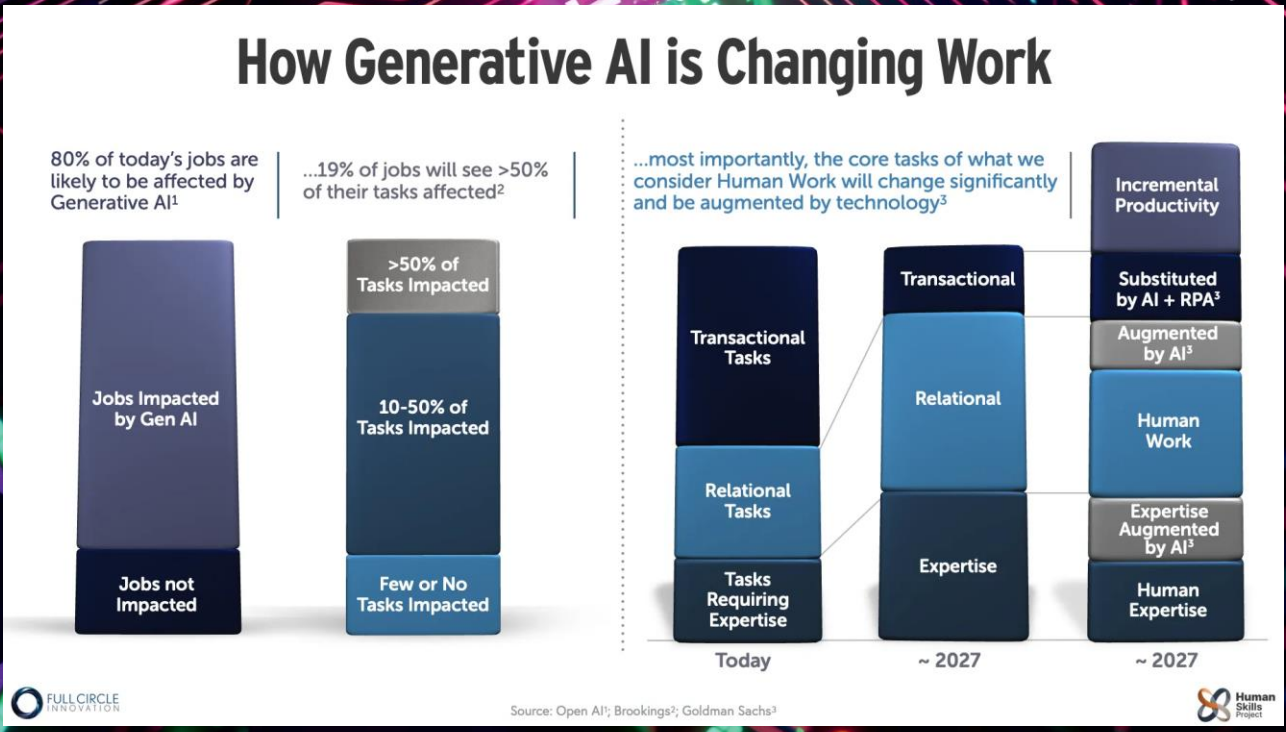
ACADEMIC BLOCK 1
SHRI RAM MURTI INSTITUTE OF TECHNOLOGY

Build Smart Systems. Build Your Career. Enroll in Gen AI: Prompt Engineering and Applications!

> The demand for AI prompt engineers in India has increased by 300% year-on-year
>
> — ET EconomicTimes.com

> To truly harness the power of Generative AI, it is crucial to master prompt engineering
>
> — Forbes

> Generative AI is expected to boost productivity in India's IT industry by up to 45% over the next five years
>
> — Reuters

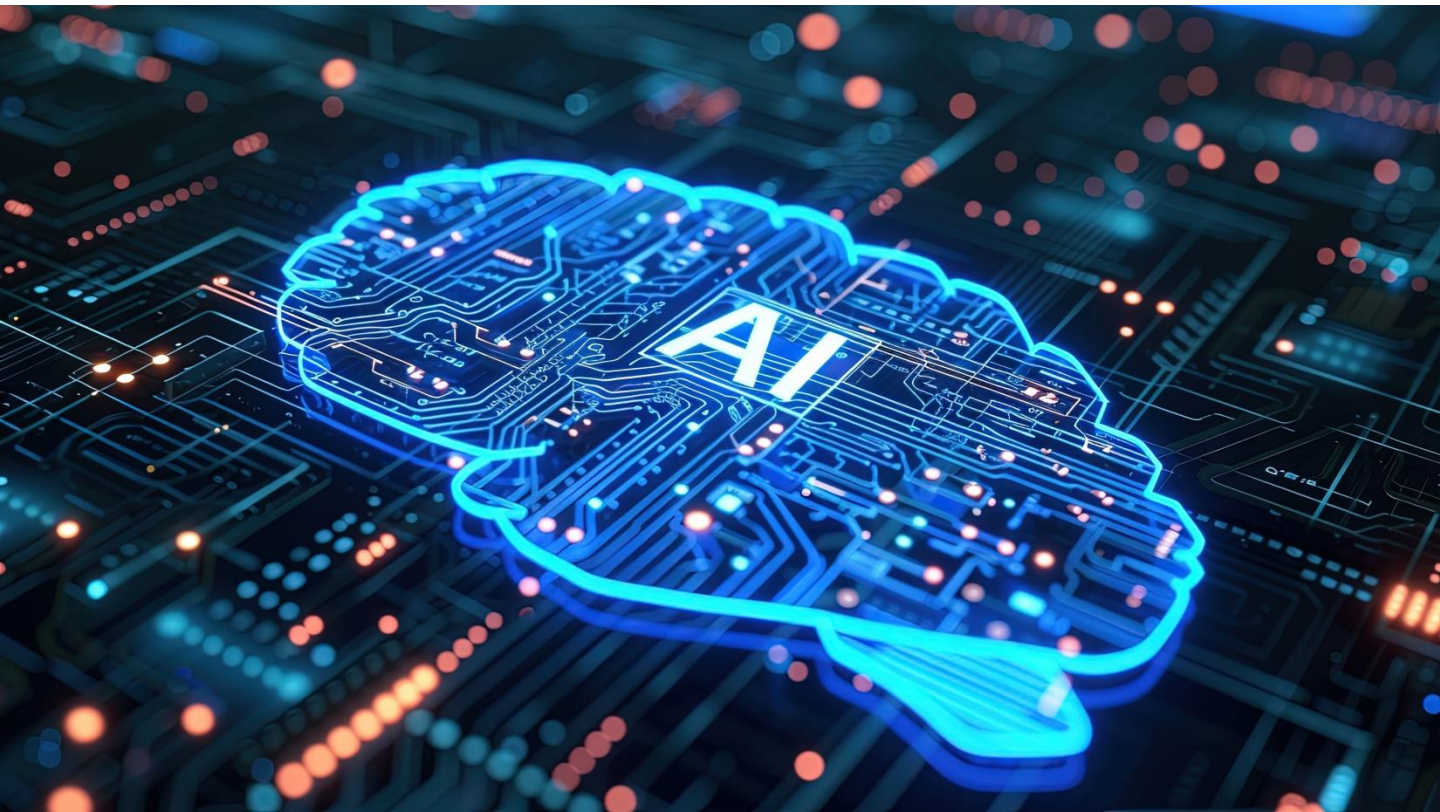


Trending Career Opportunities in Generative AI and Prompt Engineering

- Prompt Engineer
- AI/ML Engineer
- Generative AI Engineer
- AI Solutions Architect
- AI Product Manager
- AI Trainer
- Ethics and AI Policy Advisor
- Healthcare Gen AI Analyst
- Finance Gen AI Consultant
- Gen AI Content Creator
- LLM Tuner

About the Programme

- The Certification Course in Generative AI: Prompt Engineering and Applications is offered by SBIT TechMentors in collaboration with GGS IP University.
- The 9-months weekend programme enables both aspiring and practicing AI/ML professionals to build expertise in Gen AI and Prompt Engineering.
- The programme covers the essential theoretical foundations of Generative AI and teaches students how to apply them in the real world effectively.
- The course is best suited for individuals with programming knowledge who want to create a practical understanding of how to design, optimize, and implement Gen AI prompts to create sophisticated generative AI systems.



Key Features of the Programme

Experienced Instructors
Learn from industry professionals with real-world experience

Flexible Formats
Choose from online, in-person, or hybrid classes

NAAC A++ Govt University Programme
Only NAAC A++ Govt University to offer such programmes

Ideal Duration
9 months of duration is ideal for getting solid foundation

Industry-Relevant Curriculum
Course designed in collaboration with industry experts

Experiential Learning
Hands-on projects with integrated labs

Easy access to faculty
Dedicated faculty hours to address doubts and questions

Industry relevant projects
Significant weightage on industry relevant projects

Mentoring from Industry veterans
Guidance on finer aspects of technologies and further learning

Career Assistance
Benefit from job placement assistance and resume workshops

Programme Outcomes

By participating in this programme, you will:

- Understand and apply foundational principles of generative AI and distinguish between different types of generative models.
- Craft, optimize, and evaluate AI prompts for various applications, ensuring effective and precise AI responses.
- Implement advanced prompt engineering techniques, including dynamic and contextual prompting, and apply them in real-world scenarios.
- Utilize generative AI in creative fields, such as art, design, and storytelling, while addressing associated ethical challenges.
- Develop domain-specific AI solutions, integrating prompt engineering in healthcare, education, marketing, and business applications.
- Leverage AI tools and platforms to create, test, and deploy generative AI applications, making use of popular APIs and software.
- Design and complete a capstone project, demonstrating the practical application of learned skills in a chosen area of interest.

Re Imagine Education

Take Your Career to a Whole New Level

Its Not About the Degree
Its About You

At this point in your career, you don't need only a degree. you need an experience.
Follow our 4 edge Approach.

Engineering Futures of Excellence with Firm Foundations
Winning Edge for the NextGen

GGSIP University Edge

Guru Gobind Singh Indraprastha University (GGSIPU), established in 1998 by the Government of NCT of Delhi, is a State University of Delhi recognized by the University Grants Commission (UGC). The University is also globally recognized for its academic and research excellence and has earned prestigious accolades which include NAAC A++ Accreditation, the highest honour for academic distinction; a strong position in the QS World University Rankings 2025, securing 81st rank in Southern Asia; and a notable 80th position in the NIRF Rankings 2024. The University's rapid stride in global rankings has been acknowledged with the QS 'Rising Star' Award, while its unwavering commitment to research excellence has been honoured with the QS 'Performance Improvement Award', reaffirming its excellence in higher education.

GGSIPU offer a wide spectrum of multidisciplinary, professional and technical programs, spanning across Artificial Intelligence, Machine Learning, Robotics, Computer Science, Management, Law, Education, Journalism, Medicine (MBBS), Ayurveda and super-specialty medical courses, among others. The University actively promotes entrepreneurial initiatives and job creation through its innovative incubation centres and industry associations.

For more information, http://www.ipu.ac.in/

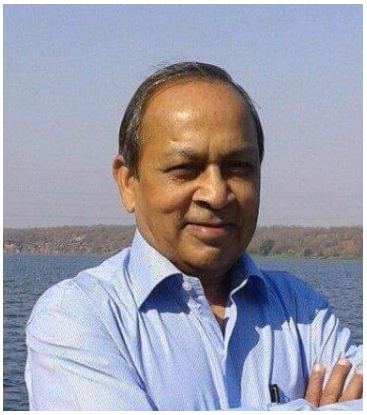
SBIT Advantage

Shri Balwant Institute of Technology (SBIT), established in 2006, is an AICTE approved Institute located in NCR Delhi and Affiliated with Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi. SBIT offers full time undergraduate and postgraduate degree programmes in Engineering, Management and Computer Applications - B.Tech., BBA, MBA, BCA, MCA, B.Com.(H).

SBIT programmes are meticulously designed to equip students with the latest skills and knowledge, particularly in the high-demand fields of Artificial Intelligence (AI) and Generative AI. Recognized among the Top 10 Colleges in India for AI, SBIT is renowned for its academic excellence and state-of-the-art infrastructure.

Over the last 19 years, SBIT has established a strong legacy of producing thousand of successful engineers and managers who have been placed in top companies like Apple, Amazon, TCS, and Deloitte across the globe. The Institute's rigorous academic programmes combined with hands-on industry training and corporate mentorship from global leaders, have ensured that students are not only technically proficient but also equipped with the skills to excel in the professional world.

Academic Advisory Council



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Suresh Dutt Tripathi
Advisor, HR, Air India

Rajeev Dubey, Former
Group President, Mahindra

R Anand
Principal Consultant, HCL

Dr. Brijesh Kumar
Director (Planning), IGDTUW

Rajarshi Chakravorty
Centre Head, Amdocs

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Dr. Nishant Sinha
Head, Times Internet

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Director, Delhi Metro

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HOD, CSE, DTU

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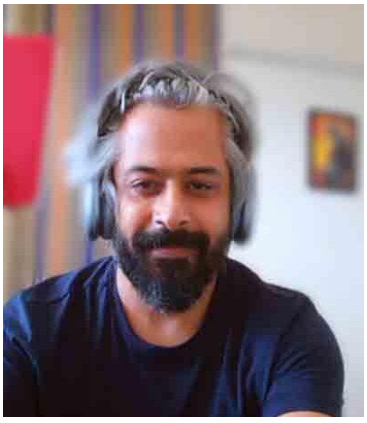
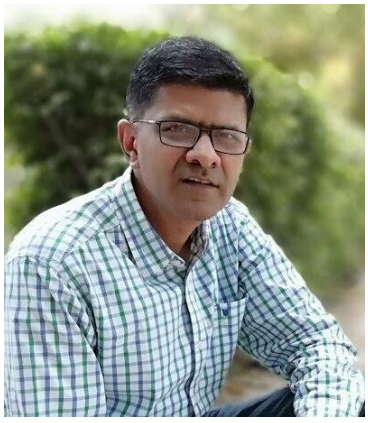
Dr Mohit Bhatnagar, Assoc.
Prof., Jindal Global University



Himanshu Rai, Senior
Solutions Consultant, Google



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Community Leader, Thales

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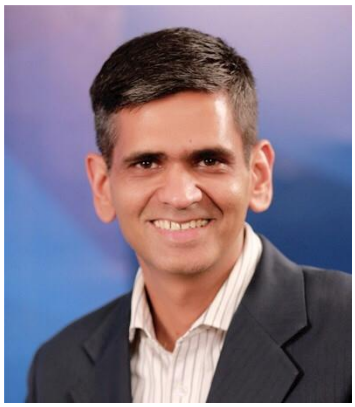
EVP, Yotta Data Services Ltd



Vikas Singh Yadav
CISO, Flipkart

Gaurav Aroraa
Lead Solutions Architect, IBM

Ashish Ojha
CTO, BloomCAP

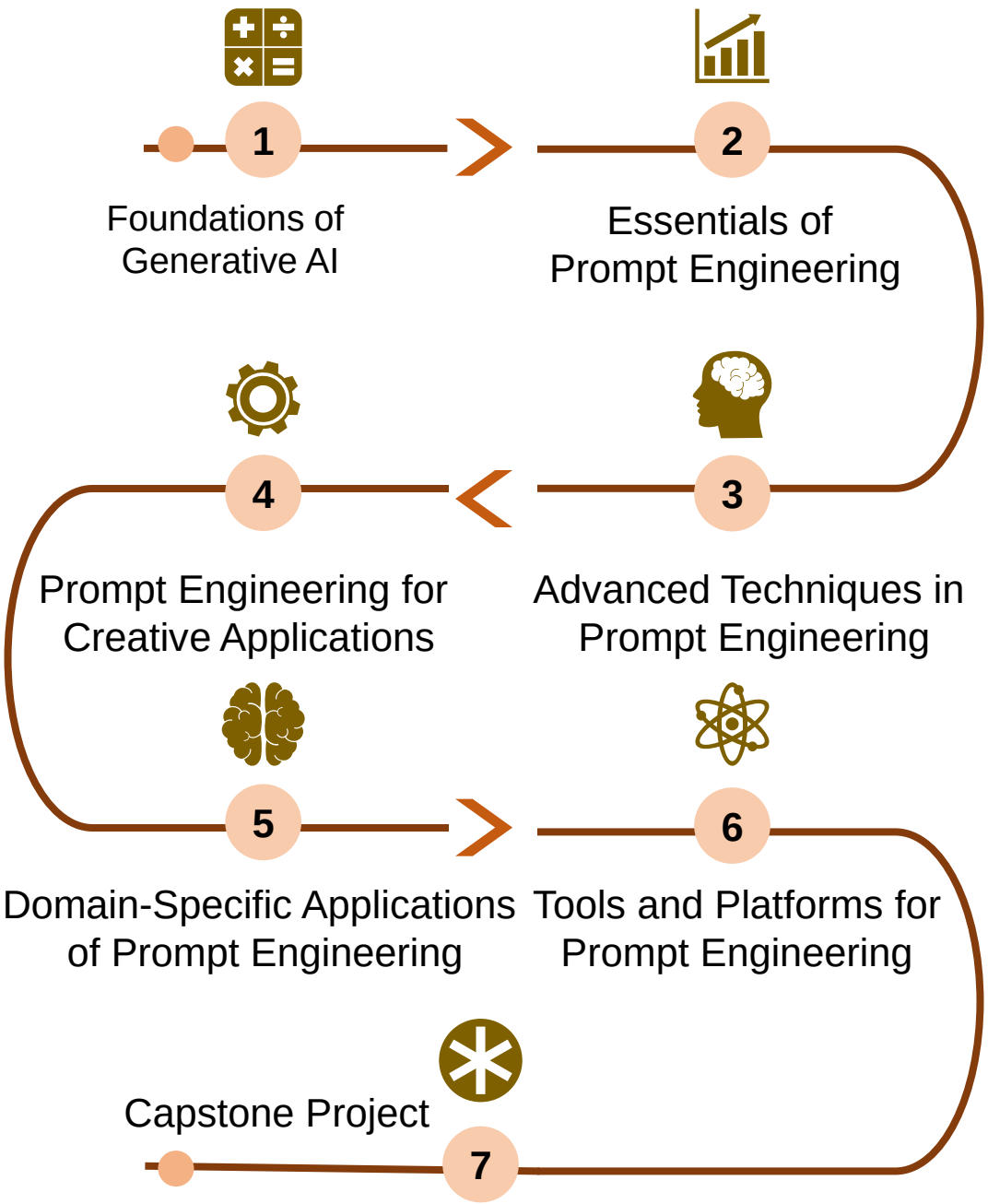
Himanshu Wadia
Director, Amdocs

Shape Your Future

Benefit from a dynamic curriculum taught in a truly Competitive Environment.

At TechMentors You spend equal time learning the fundamentals of course and specializing in the upcoming areas. The program is unique, challenging, rigorous - and absolutely the right preparation for your future success.

Learning Path



Curriculum

A comprehensive curriculum that deep dives Generative AI technologies with a specific focus on prompt engineering and applications

Module 1: Foundations of Generative AI

This course gives understanding of the basic concepts and history of generative AI, including the difference between generative and discriminative models. Learners gain expertise to identify and differentiate between various types of generative models like GANs, VAEs, and diffusion models. Recognize the wide range of applications for generative AI in diverse industries. Critically assess the ethical challenges associated with generative AI.

- Introduction to Generative AI - Generative vs. Discriminative models
- Types of Generative Models - GANs (Generative Adversarial Networks), VAEs (Variational Autoencoders), Diffusion models
- Real-world Applications - Content creation (text, images, music), Data augmentation, Design and art
- Ethics and Challenges - AI biases and fairness

Module 2: Essentials of Prompt Engineering

This course builds a robust foundation in the role of prompts in AI systems, understanding the differences between natural language and symbolic prompts. Develop the ability to craft effective and precise prompts, balancing specificity and flexibility to achieve desired AI outputs. Learners explore optimization techniques to refine prompts, using iterative approaches to enhance AI response quality. Evaluate prompt performance using relevant metrics.

- Understanding Prompts - Natural language prompts vs. symbolic prompts
- Crafting Effective Prompts - Balancing specificity and flexibility
- Prompt Optimization Strategies - Techniques for tuning prompts for desired outcomes
- Evaluating Prompt Performance - Metrics for assessing effectiveness

Module 3: Advanced Techniques in Prompt Engineering

This course introduces contextual and adaptive prompting techniques, incorporating relevant context to improve AI-generated responses. Implement dynamic prompting strategies, including real-time adjustments and the use of external data sources. Learners will design complex multi-step and chained prompts for advanced AI applications, understanding how to sequence prompts effectively. Utilize zero-shot, few-shot, and multi-shot learning techniques to engineer prompts that work well with minimal data input.

- Contextual and Adaptive Prompting - Techniques for handling ambiguous or complex prompts
- Dynamic Prompting - Leveraging external data sources in prompts
- Multi-step and Chained Prompts - Designing sequences of prompts for complex tasks
- Zero-shot, Few-shot, and Multi-shot Learning - Leveraging minimal data for prompt engineering

Module 4: Prompt Engineering for Creative Applications

This course focuses on use of AI in creative domains, such as art, design, and interactive storytelling, and understand its impact on creativity. Learners will develop AI-driven content generation systems, including automated tools for writing, image creation, and other media. Integrate AI prompts into interactive storytelling and gaming environments, balancing user input with AI-generated content. Critically analyze ethical issues related to AI-generated creative work.

- Generating creative content: images, music, and stories
- Enhancing creativity through AI tools
- Automating the creation of articles, blogs, and social media posts
- Techniques for maintaining style and coherence
- Using prompts to drive narratives in games and interactive media
- Balancing user input and AI-generated content
- Ethical considerations in Creative AI like copyright, ownership, and originality
- Navigating ethical dilemmas in AI-generated art

Module 5: Domain-Specific Applications of Prompt Engineering

This course explores applying prompt engineering techniques in healthcare, education, marketing, and other domains, understanding the specific needs of each field. Learners will design AI-driven tools for personalized education and training, leveraging prompts to create tailored learning experiences. Automate customer service and marketing interactions using AI prompts, enhancing user experience and engagement. Explore the application of generative AI in business and finance.

- AI prompts for medical diagnosis and decision support
- Enhancing patient interaction through AI
- Developing AI-driven educational tools
- Personalizing learning experiences using prompts
- Automating customer interactions with AI prompts
- Personalizing marketing campaigns and content
- AI-driven insights for financial analysis
- Automating business decision-making processes

Module 6: Tools and Platforms for Prompt Engineering

This course explores key AI platforms and tools used in prompt engineering, such as OpenAI and Hugging Face. Learners will utilize specific tools for creating, testing, and optimizing prompts, comparing the capabilities of different platforms. Integrate AI APIs into applications, effectively leveraging generative AI capabilities in real-world scenarios. Analyze case studies of tool-based implementations, learning from successful applications of AI platforms.

- Overview of key platforms for generative AI: OpenAI, Hugging Face, etc.
- Exploring tools for creating and testing prompts like langchain
- Comparing platform-specific prompt capabilities
- Leveraging AI APIs for prompt-driven applications
- Hands-on with popular AI APIs like Microsoft Agent framework
- Examples of successful applications using AI platforms

Module 7: Capstone Project

The capstone project allows learners to design and implement a generative AI project from start to finish, applying prompt engineering techniques learned throughout the course. Learners will evaluate the effectiveness and user experience of AI-driven applications, using feedback to refine and improve your project. Analyze a real-world case study of generative AI in industry, identifying key success factors and potential pitfalls.

- Showcase your Generative AI and Prompt Engineering skills.
- Demonstration of applied knowledge by applying prompt engineering to solve real-world problems.
- Hands-on problem-solving skills through implementing projects in industries like content creation, education, finance, and healthcare, students showcase their ability to work on end-to-end Gen AI solutions.
- Portfolio building by completing tangible, demonstrable work product to share in portfolios or during interviews with potential employers.
- Industry-relevant exposure by working on capstone projects aligned with real-world applications, like chatbots, legal document summarizer, tutoring system, text-to-image, prepares students for industry demands.
- Collaboration and presentation skills and the ability to present technical findings effectively to non-technical stakeholders.
- Solution-oriented thinking by addressing a real-world challenge, students foster innovation and learn to design scalable, deployable Generative AI solutions.

Tools Covered

Who is This Programme Ideal For ?

Professionals keen to develop Generative AI and Prompt Engineering expertise, with the objective of:

- Effectively lead end-to-end Gen AI projects and solve business problems
- Build AI, Gen AI, and Prompt Engineering expertise for better client management
- Restructure business strategy by incorporating Gen AI into products
- Integrating LLMs into products and workflows
- Build a solid foundation in prompt engineering

Eligibility Criteria

For admission to this Gen AI Prompt Engineering and Applications course, candidates should have:

- **Education:** Bachelors (four / three years or equivalent) or Masters in Science / Engineering / Management
- **Work Experience:** Nil. Preference will be given to candidates with Min 1 year of experience. Final year students with strong programming skills can also apply.
- **Coding Experience:** Programming Knowledge Required

Note: Graduates in other streams with relevant coding experience can apply

Application Process

Candidates can apply for this programme in 3 simple steps:

Step 1 Submit Application	Step 2 Application Review	Step 3 Admission
Tell us about yourself and why you want to take this programme	An admission panel will shortlist candidates based on their application	Selected candidates can join the programme by paying the admission fee

Talk to an Admission Counselor

We have a team of dedicated admissions counselors to help guide you in the application process and related matters. They are available to:

- Address questions related to the application
- Help you better understand the programme and answer your questions

Programme Fee

What is My Investment?

Application Fee **₹ 1,000**

Programme Fee

₹ 1,50,000

Programme Fee with Scholarship

₹ 1,30,000

(18% GST extra as applicable)

Special pricing for corporates

Fees paid is non-refundable and non-transferable

Unlock the Power of Generative AI: Prompt Engineering and Applications

Get Support

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