



Leadership & Professional
Development Center

SCAN ME



**BAHRIA UNIVERSITY – LEADERSHIP &
PROFESSIONAL DEVELOPMENT CENTER &
ASK DEVELOPMENT** Present

Generative AI & ChatGPT

 **Live Online**

**Certification
By Bahria
University**

Why Join This Course?

AI isn't just coming—it's already transforming how we communicate, create, and make decisions.

This course is your practical introduction to Generative AI and ChatGPT, tailored for professionals who want to use AI effectively in their workflows, content creation, communication, and more.

You'll explore:



How ChatGPT and similar tools actually work

Hands-on prompt engineering to get useful results

Real examples of AI-powered business use

Ethical and strategic considerations for responsible use

Whether you're a professional, entrepreneur, or curious learner—this course will equip you with actionable AI skills that you can apply right away.



DATE

24th, 31st May &
14th June 2025



TIME

3:00 PM – 6:00 PM



FORMAT

Live Online via
Zoom



INVESTMENT

PKR 12,000 per
participant

INCLUDES

3-Day Training,
Certificate of
Participation, Prompt
Engineering Templates,
AI Use Cases Toolkit,
and Resource Guide



Azfar Jafri

AI Strategy & Digital Transformation Leader

Azfar Jafri is a seasoned professional with over 25 years of experience across IT, Telecom, Financial, and Educational sectors. Known for driving innovation and growth, he has led numerous digital transformation initiatives that align business strategies with emerging technologies to deliver lasting impact.

With global experience in markets like the USA, Japan, Singapore, and Australia, Azfar brings a well-rounded perspective to solving complex challenges. He holds a Master's in Computer Engineering from NUST and certifications from Imperial College London and Purdue University, reflecting his commitment to continuous learning and technological leadership.



Session 1:

- Understanding Generative AI – What It Is & How It Works
- Intro to ChatGPT | Language Models & Human-Like Text
- Interactive Demos & Exploring Its Strengths & Limits



Session 2:

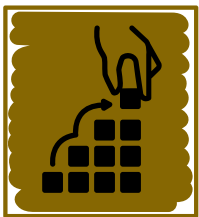
- Prompt Engineering & Real-World Use Cases
- Crafting Effective Inputs | Templates for Business Writing, Research, Ideation
- Use Cases Across Industries: Marketing, Admin, Education, Finance



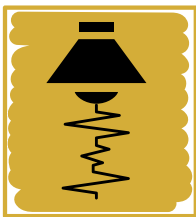
Session 3:

- Building Workflows & Responsible AI Use
- Integrating AI into Business Tasks | Automation & Support
- Ethics, Bias, Privacy, and the Human-AI Balance

What You'll Learn:



The fundamentals of Generative AI and how ChatGPT is trained and used



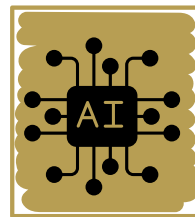
How to craft effective prompts for better AI responses (Prompt Engineering 101)



Use cases for content creation, customer service, ideation, emails, data summaries, and more



How to embed ChatGPT into your business or creative workflows



Understanding the limits of AI: hallucinations, bias, and ethical responsibility

Who Should Attend?

- Professionals looking to integrate AI into their daily work
- Entrepreneurs & business owners seeking productivity tools
- Educators & content creators exploring new formats
- Analysts & admin staff ready to enhance their workflows
- Curious learners wanting a hands-on introduction to AI



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