

Program: Bachelor of Management Studies (B.M.S.)				Semester: II	
Course: Prompt Engineering (2024-25)				Course Code:	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (Marks)	Semester End Examinations (SEE)
2	-	-	2	40%	60%
Learning Objectives:					
<ol style="list-style-type: none"> Understand the principles and techniques of prompt engineering, including the designs of effective prompts Explore the capabilities of large language models for text and image generations and to leverage the creation of engaging content Gain practical experience in crafting prompts and generating text and images using AI tools and platforms 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Design clear, concise, and relevant prompts following the standard principles of prompt engineering					
CO2: Utilize LLMs to generate text and image for designing more effective content and design					
CO3: Analyze existing prompts and make strategic combinations for enhanced prompts					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction to LLM and Prompting				10
2	The Art of Text Data Generation with GenAI				10
3	Learning to Craft Image Data with GenAI				10
Total					30
Practicals					-

Unit	Topic	No. of Hours
Module 1	<p>Introduction to LLM and Prompting</p> <p>Introduction to Large Language Models What are Text Generation Models, Large Language Models are Magic, A Brief History of Language Models, LLMs in the Market</p> <p>Understanding Prompting and Prompt Techniques Five Principles of Prompting, Introducing LLM Prompts, How LLM Prompts Work, Types of Prompts, Components of an Prompt, Defining Personality in Prompts, Mix and Match Strategic Combination for Enhanced Prompts, Challenges and Limitations of Using Prompts</p> <p><i>Case Studies and Examples for Successful Prompt Designs</i></p>	10
Module 2	<p>The Art of Text Data Generation with GenAI</p> <p>Standard Practices for Text Generation Generating Lists, Explain It Like I'm Five, Universal Translation Through LLMs, Ask For Context, Text Style Unbundling, Identifying the Desired Textual Features, Generating New Content with the Extracted Features, Role Prompting, Analyzing Existing Prompts for Strengths and Weaknesses</p> <p>Generating Text with AI for Content Creation Using AI for Copywriting, Creating Social Media Posts. Writing Video Scripts, Using AI for Personalized Messaging, Creating Engaging and Tailored Content with AI, Techniques for Crafting Effective Prompts for Surveys, Assessments, and Data Collection, Using Prompts in Research Methodology</p> <p><i>Practical Exercises in Prompt Designing and Analysis Over Text</i></p>	10

<p>Module 3</p>	<p>Learning to Craft Image Data with GenAI</p> <p>Introduction to Diffusion Models for Image Generation Introduction to Image Generation with AI, Principles of Designing Prompts for Image Generation, Available Models - OpenAI DALL-E, Midjourney, Stable Diffusion, Google Gemini, Text to Video, Model Comparison, Reverse Engineering Prompts, Negative Prompts, Prompt Re-Writing, Prompt Analysis</p> <p><i>Practical Exercises in Crafting Image Generation Prompts</i></p> <p>Building AI Powered Applications AI Blog Writing, Topic Research, Expert Interview, Generate Outline, Text Generation, Writing Style, Title Optimization, AI Blog Images, User Interface, Ethical Considerations of Using AI for Text and Image Generation</p>	<p>10</p>
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Reference Books:

- [1]. James Phoenix, Mike Taylor, “Prompt Engineering for Generative AI”, O’Reilly, To Release in May 2024
<https://www.oreilly.com/library/view/prompt-engineering-for/9781098153427/>
- [2]. Gilbert Mizrahi, “Unlocking the Secrets of Prompt Engineering: Master the Art of Creative Language Generation to Accelerate Your Journey from Novice to Pro”, January 2024
<https://www.packtpub.com/en-in/product/unlocking-the-secrets-of-prompt-engineering-9781835083833>
- [3]. Michael Ferguson, “Prompt Engineering: The Future of Language Generation”, January 2023
<https://books.apple.com/us/book/prompt-engineering-the-future-of-language-generation/id6445529200>
- [4]. “Prompt Engineering Guide”, <https://www.promptinguide.ai/>
- [5]. “[Prompt Engineering for Generative AI](https://developers.google.com/machine-learning/resources/prompt-eng)”, Google, <https://developers.google.com/machine-learning/resources/prompt-eng>
- [6]. “Prompt Engineering”, OpenAI, <https://platform.openai.com/docs/guides/prompt-engineering/strategy-test-changes-systematically>

Prepared by:

Approved by:

Signature
Head of Department Management

Signature
(Principal)

Evaluation Pattern

Total Marks allotted: 50 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks**.

Breakup of the 20 Marks is as follows:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application-based questions	10 marks
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Assignments/ Group Discussions Etc.	10 marks

b) Semester End Exam

Question No	Description	Marks	Total Marks
1	Answer the following Questions (Any 2 out of 3)	05 x 2	10
2	Answer the following Questions (Any 2 out of 3)	05 x 2	10
3	Answer the following Questions (Any 2 out of 3)	05 x 2	10
Total Marks			30

Signature
(Program Chairperson & Vice Principal)

Signature
(Principal)

