



Sprett
School of Business
Carleton University



Technology Innovation
Management

Posting Information

Posting Date	June 8, 2026
Application Deadline	June 29, 2026
Posting Type (Regular/Late)	Late

Course Information

Academic Term	Winter 2027
Course Code	TIMG 5103 P
Course Title	Prompt Engineering in Business
Course Description	<p>The course examines the principles and applications of prompt engineering in the context of business enterprises, small and large. Participants will learn to design clear and impactful prompts that guide AI models to generate accurate and relevant responses.</p> <p>Topics covered include prompt customization, ethical considerations and optimizing AI model performance. The course emphasizes the importance of prompt engineering in enhancing user experiences, streamlining workflows, and making informed business decisions. Real-world case studies are examined to highlight the impact of prompt engineering on customer engagement, data collection, and personalized interactions.</p>
Course Credit Value	0.5
Anticipated Modality	In-Person
Anticipated Course Enrolment	30
Anticipated TA Support*	No

<p>Required qualifications</p>	<p>The School places great emphasis on the hands-on integration of business theory and practice and actively encourages working professionals. Candidates applying for a Contract Instructor position must possess a minimum of a Master's degree or equivalent, previous teaching experience, and must have at least five years of recent relevant professional experience at a senior level. Preference will be given to candidates who have experience in technology, innovation, and management, including experience in Ai and prompt engineering practices.</p>
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**Please note that anticipated TA support is based on anticipated enrollment and may change based on actual enrollment in a course.*

Note to Applicants: As per Articles 16.3 and 16.4 of the CUPE 4600 (Unit 2) Collective Agreement, the posted vacancies listed above are first offered to applicants who meet the incumbency criterion. The current CUPE 4600 (Unit 2) Collective Agreement can be found on Carleton University's Academic Staff Agreements webpage.

Please note that successful incumbents of this posting may be required to support the Assurance of Learning (AOL) process for the course as part of the formal responsibilities of the position. More details and training will be provided as needed.

Carleton University is committed to employment equity and fostering a culture of inclusion. We encourage applications from individuals who would contribute to the diversity of our campus, including women, visible minorities, First Nations, Inuit, and Métis peoples, persons with disabilities, and persons of any sexual orientation or gender identity and expression. Applicants requiring accommodations at any stage of the recruitment process are encouraged to contact the Unit Chair or Director to ensure appropriate arrangements can be made in a timely manner.