



**Sprett**  
School of Business  
Carleton University



Technology Innovation  
Management

## TIMG 5103

### Prompt Engineering in Business

(Weekday evening, January-April 2025)

Designated Modality	In-Person
Anticipated TA Support*	No
Anticipated Enrollment	40

### Course Description

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. 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.

Please visit our [course outlines page](#) for current, detailed course syllabi.

### Applicants

The School places great emphasis on the hands-on integration of business theory and practice and actively encourages applications from working professionals. Candidates applying for a Contract Instructor position must possess a minimum of a Master's degree, or equivalent professional designation and must have at least five years of teaching experience at the university level. Preference will be given to candidates with a PhD or equivalent with a strong record of research publication and productivity in a relevant area consistent with AACSB guidelines for a doctoral granting business school.

All qualified candidates are encouraged to apply. Individuals interested in teaching this course must complete an [application](#) and forward it with their CV (include a list of all courses taught at Carleton University) to [teaching@sprott.carleton.ca](mailto:teaching@sprott.carleton.ca).

\*In accordance with Articles 16.3 and 16.4 in the CUPE 4600-2 Collective Agreement, the posted vacancies listed above are first offered to qualified applicants meeting the incumbency criterion. A link to the current CUPE 4600-2 Collective Agreement can be found at the Employment Agreements [webpage](#) on the Carleton University Human Resources [website](#) and the CUPE 4600-2 [website](#).

*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.*

*The modality of this course is determined by the University (in-person, online, or hybrid). In the event public health authorities impose public health restrictions, part or all of this course may need to be delivered online as required by the University and as directed by public health authorities.*

**Closing date for this position is November 6, 2024.**