



Artificial Intelligence: A Full Spectrum of Solutions for Business

EY Academy of Business
Eurasia Business Unit

2 days | 16 academic hours
12 CPD units | 14 CPE hours

Training program

Day 1. Artificial Intelligence (AI) as a Service Introduction

- Core AI concepts: what AI is, how it works and why it is transforming business
- Overview of current AI technologies and their impact on markets and professions
- Introduction to AI regulation: what companies need to know

ChatGPT Fundamentals

- How ChatGPT works: tokens, context, the context window and the model "stack" explained in plain terms
- AI capabilities: strengths, limitations and common errors
- Standard vs. reasoning mode: key differences and when to use each
- Personalizing ChatGPT settings for your tasks

Prompt Engineering

- What a prompt is, and the formula for an effective prompt: goal, context, examples
- Refinement and iteration techniques, plus advanced task-framing methods
- Use cases: chat, analytical reports, structured documents and email generation

Working with Files and Projects

- Setting up projects for collaboration
- Uploading files and using them as context
- Methods for processing qualitative and quantitative data

Advanced ChatGPT Capabilities

- Deep Research: AI-powered market research and analysis
- Building custom GPT assistants and AI agents with file uploads
- Generating images and creative assets for specific tasks

Day 2. AI as a Technology and AI Agents Choosing the Right Tool: Comparing AI Services

- A brief introduction to Copilot and its role in the workflow
- Comparing subscriptions and capabilities of Claude, ChatGPT and others: which offers the best value, and when
- How to select the right model or service for a specific business task

AI Agents: How They Work

- Key features of AI agents: skills, rules, commands and slash commands
- MCP for extending context
- Sub-agents, operating modes and agent context management
- Building custom skills for an agent

Hands-On Practice in the ChatGPT App

- Working with local files through the app
- Vibe coding: editing and building applications, automations and internal websites
- Creating sub-agents for specific processes
- Useful plugins: computer and Chrome browser control

Under the Hood: APIs, Models and Optimization

- API fundamentals: what an API is and how to launch an AI project quickly
- Open-source and local models: when to choose open source
- Fine-tuning and key concepts (RAG and others) explained in plain terms

Hands-On Practice with Leading AI Services

- Web development and vibe coding: building websites with AI, no programming required
- Using Gemini Notebook for research and learning
- Creating compelling presentations and charts with AI

Learning objectives

- Build a fundamental understanding of AI and large language models, with no technical background required
- Demonstrate the practical value of off-the-shelf AI services (ChatGPT and others) for work, automation and content generation
- Develop confidence in writing prompts and working with files, projects and Deep Research
- Explain how modern AI agents work: skills, MCP, sub-agents and automations
- Provide hands-on practice in building custom GPT agents, applications and internal websites
- Cover the fundamentals of APIs, fine-tuning and working with local models
- Prepare participants to implement AI in their business: key steps, barriers and required skills



Training outcomes

- Links to the best AI services for a range of tasks
- Confident ChatGPT skills
- The ability to build your own AI agents
- An understanding of key technologies and the ability to speak the same language as technical specialists
- Practical case studies: designing, testing and developing AI projects for specific tasks
- An understanding of APIs, fine-tuning and the potential of local models
- A business perspective on AI: the ability to assess risks and benefits and to select the right model or service
- Training materials in electronic format
- Professional recommendations from an expert trainer
- EY Academy of Business certificate

How the training is delivered

- Interactive, with a focus on the practical application of new knowledge
- Includes group discussions, team and individual assignments, self-presentations and role-plays
- Gives participants the opportunity to ask the trainer questions and discuss them both in the group and one-on-one

Trainers

The training is delivered by a team of EY Academy of Business trainers with extensive practical experience and international qualifications, including ACCA, ACCA DipIFR (Rus), CFA®, CIA®, CIMA®, DipIPSAS, IPMA®, MBA, MBTI®, PMP® and others.

To request a trainer's CV or ask questions about the training: academy@kz.ey.com

Who should attend

- Managers, entrepreneurs and executives
- Professionals from a range of functions (marketing, finance, HR, etc.)
- Newcomers to AI
- Anyone planning to implement AI in their projects, from small start-ups to large enterprises

Participation options

A laptop and a ChatGPT account are required.

Open format

The training follows the EY Academy of Business schedule and runs from 10:00 to 17:00, with a lunch break and two coffee breaks.

Corporate format

The program can be tailored and delivered exclusively for your company.

- Preliminary training needs analysis and definition of goals and objectives
- Flexible choice of venue, dates and timing
- Customization to reflect industry specifics
- Training results report upon client request

