



SUNGKYUNKWAN
UNIVERSITY

SKK GSB

FMBA AI Workshop 2

Large Language Models (LLMs) and Prompt Engineering

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Prompt Engineering: the Art of Asking AI



“An expert knows all the answers - if you ask the right questions.”

- Levi Strauss

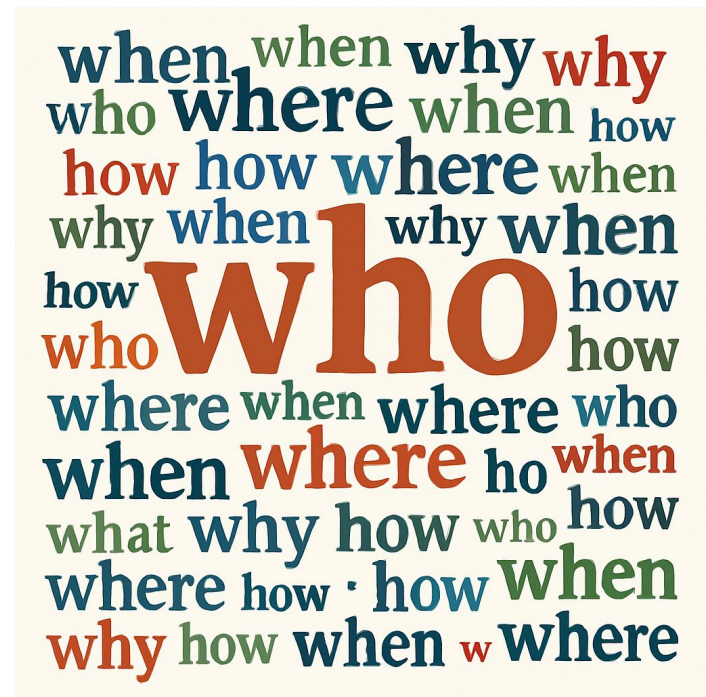
The same principle for the prompts that we use to **query and question Gen AI models** (e.g., chatbots, image or video generation tools).

Prompt Engineering: A Good Question to Ask

Ask good questions to generate better response from Gen AI models.

Objective:

- Write effective and direct prompts
- Produce more precise and relevant results
- Increase everyday efficiency



What you will learn



- Understand the concepts and principles of prompt engineering.
- Learn best practices for prompt design.
- Apply commonly used prompt engineering techniques for write effective prompts.

Today's Modules



- What is prompt and prompt engineering?
- **Lab 1:** Experimenting with prompts
- Best practice for prompt design
- Prompt Engineering Techniques
- **Lab 2:** Generative AI with Vertex AI:
Prompt Design

What is a prompt?



- **A prompt is an input that produce the desired output.**
 - E.g., “write a paragraph to summarize this report”
- **Prompts can also be a series of instructions**
 - “Write a brief report about a company launching a new eco-friendly product.”
 - “Explain the marketing challenges the company faced during the launch.”

What is prompt engineering?



The process of framing the question in the right **context** with the right **information** and your expectation of **desired outcomes** toward generating desired outputs.

You must know what exactly you want the model to generate.

Lab 1: Experimenting with Prompts



Please go to:

- github.com/tianyuan09

Practice with:

- Day 2 Lab 1: Experimenting with Prompts

1 hour

Reflections on the Lab 1



- **Question prompts** are more suited to retrieval-style or fact-based queries, or information extraction.
- **Instruction prompts** (e.g., “Summarize...”, “Explain...”, “List...”) are most reliable for task-oriented outcomes like summarization, rewriting, or analysis.
- **Statement prompts** used to work best for earlier LLMs (such as GPT 3) for text continuation. This type of prompt still work well for creative writing, text completion, or open-ended idea generation.
- **It is worth noting that the distinction might not be rigid.**

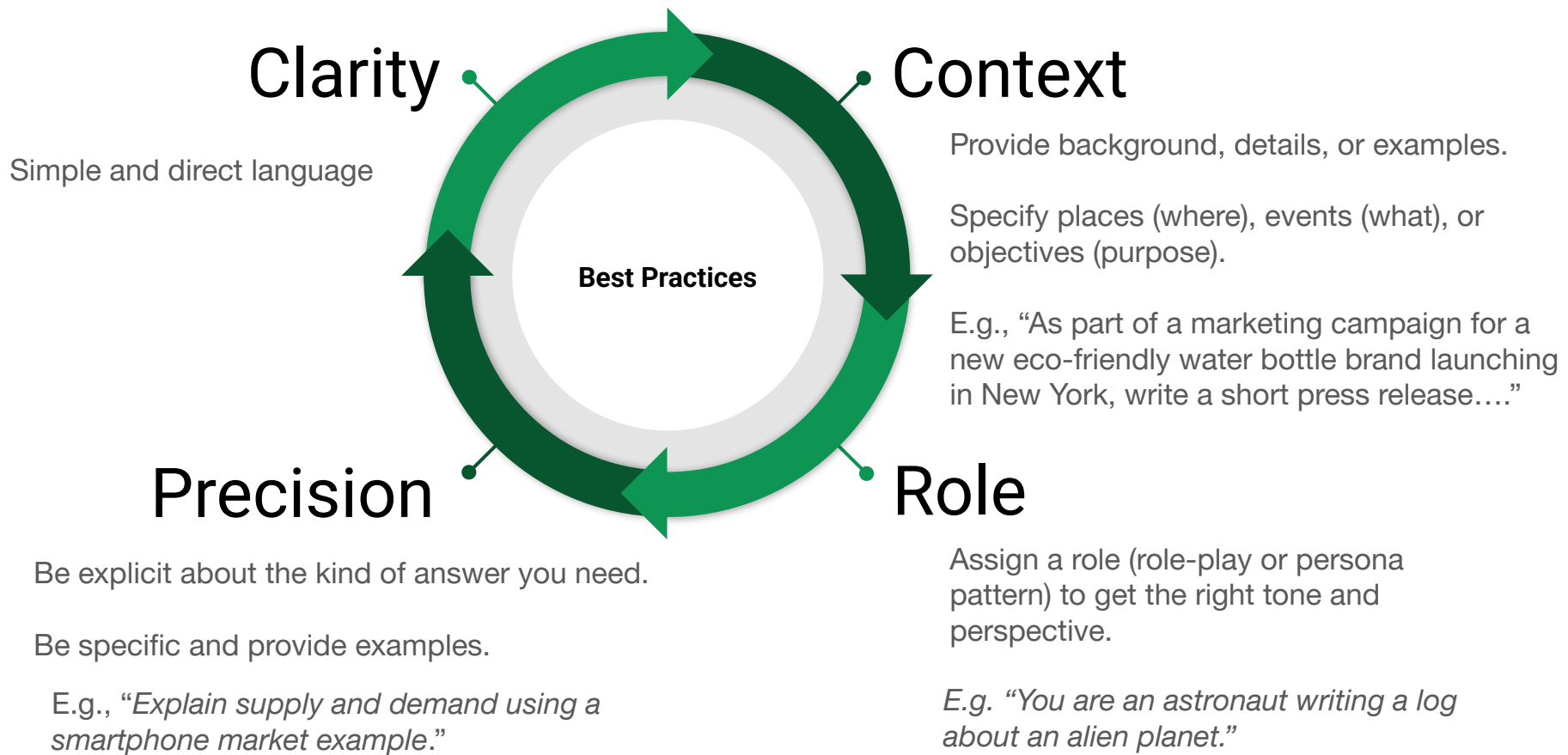
Reflections on the Lab 1



- **Add a role / perspective:** Specifying a role (like consultant or manager) helps the AI mirror that professional tone and viewpoint.
- **Add context:** Adding market details or goals leads to more tailored and actionable responses.
- **Iterative prompting:** Refining prompts step-by-step helps reach optimal clarity and output quality.

The more clearly you define who's speaking and what's needed, the more the AI sounds like a partner who understands your context.

Best Practices for Effective Prompt Writing



Prompt Engineering Techniques



- **Zero-Shot:** No examples — relies on general model knowledge.
- **One-Shot:** One example — provides structure and tone guidance.
- **Few-Shot:** Several examples — trains the model in-context to follow your preferred format.

Adding examples reduces guesswork and improves style consistency and output quality.

Prompt Engineering Techniques



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The Interview Pattern



- Simulate structured conversations
- Great for designing mock interviews or preparing for interview

Lab 2: Generative AI with Vertex AI: Prompt Design



<https://www.skills.google/focuses/86501?parent=catalog>

1 hour

Final Marks: Prompt Engineering Techniques



- Prompt engineering is evolving, today's best practices may change.
- It was once quite important, but newer models are more adaptive.
- Keep an open mind — what works now might not in the future.
- AI is probabilistic — outputs may vary even with the same prompt.