Course Workbook Menu

BITLY: https://bit.ly/45Gky9c

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Part A - AI Overview - Getting Started with Prompting (Right mouse click and open link) OPTIONS ENTER in Mac

Part B - AI - Project Selection Approach
(Right mouse click and open link) OPTIONS ENTER in Mac

Part C - AI at work
(Right mouse click and open link) OPTIONS ENTER in Mac

We will be doing live work in this google doc.

If you cannot use edit this document (due to being blocked). Please share your link when requested.

Generative AI Chatbots

Resource Name	Web Link	License	Note
ChatGPT	chatgpt.com Or simply CHAT.COM	Latest versions require payment	Versatile leader. Across industries, Coding, synthetic image construction, multimodal
Claude ai	https://claude.ai	Claude Sonnet 3.5 and later versions require a license. There are free	For coding and text-related works

		models available.	
Gemini	https://gemini.google.com	The advanced version requires a license	For coding, text, and synesthetic image
Microsoft	https://copilot.microsoft.com	ChatGPT under the hood	Microsoft Copilot in Office (Word, Excel, PowerPoint, etc.):
Perplexity	https://www.perplexity.ai	One of the first to integrate internet browser with AI	Research too
Grok	https://grok.com	Free to use	For text generation and detailed textual analysis
Llama	https://www.meta.ai	Completely Free to use	For text, coding and synthetic image construction.
DeepSeek	https://chat.deepseek.com	Free to use with daily limits	For text and coding

Mistral	https://chat.mistral.ai/	Free to use	For text, and coding and paid version has synthetic image generation as well.
NotebookLM	https://notebooklm.google.com/	Free to use	AI-driven research and note-taking tools that can assist in interacting with personal documents. Can generate an audio overview
Stanford STORM	https://storm.genie.stanford.edu/	Free to use (Open source https://github.com/stanford-oval/storm/)	AI system that generates Wikipedia-like articles on specified topics.
Napkin	https://www.napkin.ai	Free to use	Creates Images Also AI text generation
PMI	https://infinity.pmi.org	Members	PM focussed

Ethics and Professional Responsibility

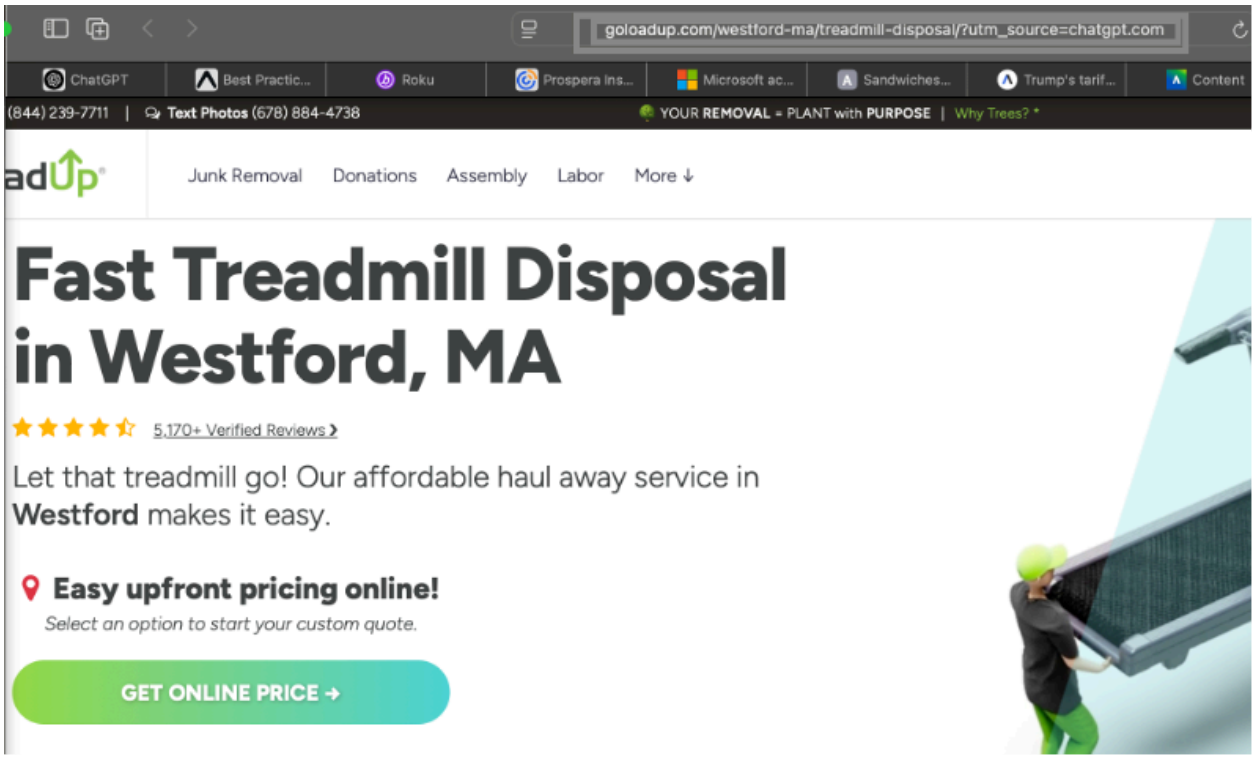
Question: Are we going to see the best response? Tainted?

Let us do some research

Case Study: The Browsers ..they are changing…

Go to one of the AI chatbots and type:
TREADMILL DISPOSAL NEAR ME

Ethics and Professional Responsibility can be a broader concern with chatbots.



goloadup.com/westford-ma/treadmill-disposal/?utm_source=chatgpt.com
Great Learning Tool
1. Most URLs in ChatGPT responses are unmodified
If you or ChatGPT just mention or link to a standard URL (like https://example.com), it stays as-is — no UTM parameters are added.
2. UTM parameters are added selectively
OpenAI (or partners/vendors working with OpenAI) may add UTM parameters to **specific outbound links**, especially when:

- The link is to a **third-party service** or **vendor site**.
- It's part of a **recommendation**, **plugin**, **tool**, or **affiliate-related** interaction.
- OpenAI wants to **track traffic** from ChatGPT for analytics or partnership reporting.

For example:
`https://vendor.com/product?utm_source=chatgpt.com&utm_medium=referral`
These are **intentionally injected** as part of a curated or structured response.

3. ChatGPT itself does not auto-tag all links
If you write:
`Check out this article: https://www.bu.edu`
It will just appear as that, with no UTM tags unless:

- You include them manually.
- It's part of an OpenAI-generated or vendor-partnered feature.

Summary:

Situation	UTM Parameters Added?
Regular user-typed URL	❌ No
ChatGPT casual mention of URL	❌ No
Vendor link via a partner/tool	✅ Often yes
Curated/structured recommendation	✅ Often yes

Not in this case but soon expect…

- More detailed tracking (e.g., utm_campaign=paid_referral or an affiliate ID).
- Legal or ad disclosures (e.g., “Sponsored”, “Affiliate”, or “Ad” labels).
- OpenAI listing GoLoadUp as a partner or service provider via tools/plugins.

Perplexity

Conclusion

Ethics and Professional Responsibility is a broader concern with chatbots.

Creating GPTs

To create requires premium features.

To use the “custom GPT” does not not.

SIMPLY CLICK THIS URL
https://chatgpt.com/g/g-67be846f616881918d287a7a5a064c38-pm-course-advisor

Type: I have taken the project management and Project communication course. I want to write PMP exam. What is my next course?

GPT Builder

Step 1: Access the GPT Builder

Login to ChatGPT

- Click ‘Explore GPTs’ on the left side panel
- Select ‘Create’ in the upper right corner to start building

Step 2: Decide How To Build Your GPT

Choice 1: ‘Create’ tab: Build interactively via back-and-forth conversation

Choice 2: ‘Configure’ tab: Manually fill in each section for precise control

Step 3: Start Building

Whichever method you choose, you’ll need to specify:

Name

- Use descriptive name based on the GPT’s function (e.g., ‘FAQ Assistant’ or ‘Course Advisor ’)

Description

- Briefly explain what your GPT does (e.g., ‘This GPT helps a student select a course’)

Instructions

- To truly meet your needs, your GPT needs clear and specific guidance. Consider:
- What it does (e.g., ‘select a course’)
- Who it’s for (e.g., ‘Students, Advisors’)
- Particular preferences (e.g., ‘do not browse the Internet’ or ‘use knowledge base’)
- Tone & style (e.g., ‘present in an easy-to-read, conversational style’)

Step 4: Train Using Your Data

You can upload up to 10 documents per GPT in the form of:

- PDFs (e.g., employee handbooks or research papers)
- Spreadsheets (e.g., sales reports or project tracking data)
- Text files (e.g., past blog posts or customer FAQs)

How to upload documents: ‘Configure’ > ‘Knowledge’ > ‘Upload files’

Avoid huge files. While can upload 100,000-word documents, large files can slow down responses. Break them into separate documents instead.

Step 5: Choose Privacy Settings

You can choose from three settings:

- Private: Only you can use your GPT
- Link-Only: Give others access by sharing a link to your GPT
- Public: List your GPT in the GPT Store for anyone to use

How to set privacy settings: ‘Create’ (upper right corner) > Choose your preferred option

Step 6: Test & Improve

- If your GPT’s responses aren’t perfect at first, refine the instructions and, if applicable, uploading more documents.

If your GPT starts hallucinating (i.e., making up information), disable Web Search so your GPT relies only your uploaded documents.

Optional Functionalities

Expand what your custom GPT can do even further with these powerful additions.

- Web Search
- Web Search gives your GPT real-time internet access — making it essential if you need your GPT to track the latest news or perform market research.
- How to enable: ‘Configure’ > ‘Capabilities’ > ‘Web Search’

Actions

- Interact with external apps? Actions let it automate tasks like sending email replies or updating spreadsheets.
- How to enable: ‘Configure’ > ‘Actions’ > ‘Create new action’ > Add the necessary APIs

Canvas

- Instead of just text-based chats, enabling Canvas lets you work in a visual, interactive interface.

- It’s like an AI-powered whiteboard that’s perfect for brainstorming content ideas or mapping out coding projects.
- How to enable: ‘Configure’ > ‘Capabilities’ > ‘Canvas’