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> " Graduates do not necessarily need to learn how AI works or how to build AI tools. However, they do need to master the art of getting the most out of these tools. To ensure efficient usage of generative AI, advanced knowledge of prompt engineering is a must. Prompt engineering is a process that allows you to guide generative AI tools to generate desired outputs. The more accurate, detailed, and instructive the prompts, the better the outputs or results.
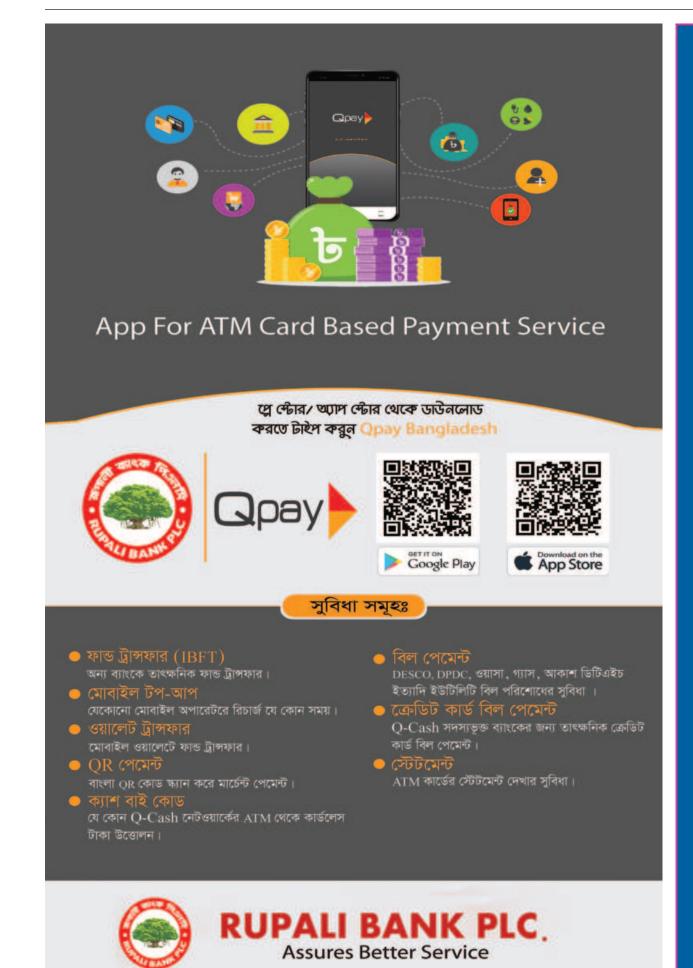
Skill development is a continuous process, especially given how rapidly the job sector is growing and evolving.

PHOTO: **ORCHID CHAKMA**

Essential skills for graduates in 2024: Preparing for tomorrow's job market

However, perhaps the most important skill that graduates and job-seekers need to have in 2024 is the ability to make the most of generative AI. Generative AI is a category of artificial intelligence that can create everything from new text and images to video, audio, and even code. This AI-based technology allows users to quickly generate new content based on a variety of inputs. According to a Bloomberg Intelligence (BI) report, the influx of consumer generative AI programs, including ChatGPT and Google's Bard, the generative AI market is set to grow to $1.3 trillion by 2032 from a market size of just $40 billion in 2022. McKinsey goes as far as calling generative AI the "next productivity frontier". According to McKinsey, "About 75 percent of the value that generative AI use cases could deliver falls across four areas – customer operations, marketing and sales, software engineering, and R&D."

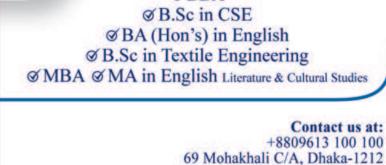Graduates do not necessarily need to learn how AI works or how to build AI tools. However, they do need to master the art of getting the most out of these tools. To ensure efficient usage of generative AI, advanced knowledge of prompt engineering is a must. Prompt engineering is a process that allows you to guide generative AI tools to generate desired outputs. The more accurate, detailed, and instructive the prompts, the better the outputs or results. Graduates will have to approach the job markets with the notion that at some point, for some piece of work, no matter how minuscule it may be, they will have to use generative AI, and for that, they need to hone their prompt engineering skills.

Skill development is a continuous process, especially given how rapidly the job sector is growing and evolving. As we continue our journey through 2024, some skills will become obsolete while many new ones will pop up and gain traction. Graduates, therefore, cannot limit themselves to being satisfied with whatever skills they have acquired during their university lives. They need to be prepared to learn new ones and continue working on them for as long as the said skills are in demand and necessary for their work.

Faisal Bin Iqbal is a sub-editor at Campus.