

INSPIRING LIFE COMMUNITIES

AI and Generative AI - Fundamentals to Industry Applications

Master AI. Apply Everywhere.

A 3-Month Applied AI Learning Experience

Learn the fundamentals. Apply AI across real-world domains. Choose your area of interest. Build a practical project. Finish with two certificates that document your learning and project performance.

MONTH 1 Understand AI	MONTH 2 Apply AI	MONTH 3 Build Your Project
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THE EXPERIENCE

This is designed as an applied learning journey rather than a tool-by-tool AI course. Learners explore multiple domains during the first two months, then use the third month to specialise in the domain that is most relevant to their interests, studies, career or business.

What Will You Achieve After the Course?

By the end of the program, a learner should be able to understand AI fundamentals, use AI across different professional and creative contexts, create practical workflows, and demonstrate their learning through a domain-specific assignment/project.

01 Use AI confidently

Understand AI fundamentals, generative AI, large language models, prompt engineering and responsible use of AI.

02 Work smarter

Use AI for research, reports, presentations, data analysis, automation and workflow optimisation.

03 Apply AI to business

Explore AI use cases for sales, lead generation, marketing, advertising, customer support and market research.

04 Create with AI

Use AI-enabled approaches for image, video, music, design and personal branding.

05 Become career-ready

Build practical AI capability that can be demonstrated through a real-world project and portfolio output.

06 Build your personal AI ecosystem

Combine tools and workflows into a practical system designed around your own work, learning or creative goals.

The goal is not simply to know AI tools. The goal is to know **where, when and how to apply AI** to create useful outcomes.

The 5 Learning Pillars

Each pillar connects AI learning to a practical area of work, career development or creative expression.

PILLAR 1 — AI PRODUCTIVITY	Work smarter. Research • Reports • Presentations • Data analysis • Automation • Workflows
PILLAR 2 — AI FOR BUSINESS	Build and grow faster. Sales • Lead generation • Marketing • Advertising • Customer support • Market research
PILLAR 3 — AI FOR CREATORS	Create without needing a huge team. Images • Videos • Music • Design • Personal branding
PILLAR 4 — AI FOR CAREER GROWTH	Become an AI-enabled professional. Develop practical AI capability that can support learning, workplace performance, career development and professional positioning.
PILLAR 5 — BUILD YOUR AI SYSTEM	Make AI part of your everyday workflow. AI workflows • Multiple-tool integration • Long-term productivity systems • Your Personal AI Ecosystem

A 3-Month Journey — Learn, Explore, Build

The program is structured so every learner gets a common AI foundation first, followed by the freedom to specialise based on their own interests.

MONTH 1	FOUNDATION & PRODUCTIVITY Build an understanding of AI, generative AI, large language models, prompt engineering and responsible AI. Then begin applying AI to research, presentations, reports, data analysis, automation and workflows.
MONTH 2	AI ACROSS DOMAINS Explore practical applications across business, entrepreneurship, creative work, education and technology. Learners see how the same AI capabilities can be adapted to different roles and industries.
MONTH 3	CHOOSE • BUILD • PRESENT Choose the domain that interests you most and complete a practical assignment/project around it. The focus shifts from learning concepts to demonstrating application, presentation and portfolio readiness.

The signature experience: Don't just complete a course. Build something.

The third month allows the learner to take ownership of the learning journey. Rather than completing the same generic assignment, the learner chooses a domain and demonstrates how AI can be applied to a relevant problem, workflow, creative outcome, business use case or technology task.

Your Final Project Can Be Built Around You

The project direction can be adapted to the learner's background and interests. Examples below illustrate the type of practical outcome a learner could build.

MARKETING	Build an AI-powered marketing campaign Campaign concept, content workflow, audience research and supporting AI applications.
SALES	Build an AI-assisted lead-generation workflow Research, prospecting support, messaging and workflow design.
ENTREPRENEURSHIP	Build an AI business research + customer support system Market research, customer insights and an AI-supported service workflow.
CREATIVE	Build an AI content creation workflow + personal brand kit Content concepts, creative assets, brand direction and repeatable workflow.
EDUCATION	Build an AI-assisted teaching system Learning support, content development and productivity applications.
TECHNOLOGY	Build an AI-assisted development project Coding assistance, development support, debugging or a relevant technology use case.

The finished work can become a **portfolio asset** that the learner can discuss, present or showcase on professional and social platforms, subject to the quality and relevance of the submitted project.

Two Certificates. One Applied Learning Journey.

The course is designed to give learners two distinct outcomes at the end of the program:

CERTIFICATE 1	Certificate of Course Completion Recognises successful completion of the 3-month AI for All Domains learning program.
CERTIFICATE 2	Grade Certificate for Assignment Records the learner's evaluated performance on the final domain-specific assignment/project.

WHAT THE LEARNER LEAVES WITH

- A broad understanding of practical AI applications
- Exposure to AI use cases across multiple domains
- A personalised domain of focus for the final month
- A completed assignment/project demonstrating application
- A project that can potentially be used as a portfolio showcase
- A Certificate of Course Completion
- A Grade Certificate for Assignment
- A clearer understanding of how AI can fit into their own career, work, business or creative journey

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Learn AI. Apply it to your world. Build something of your own.