

# Non-Technical Track - **AI Application Specialist** (Professional Level)

**Non-Technical Track Focuses On Leadership, Application, Ethics, and Organisational AI Readiness**

**4 days / Physical, Hybrid, Online**



**Advance your career with in-demand AI application skills used by top-performing professionals.**

The AI Application Specialist (Professional Level) program is a practical, nontechnical program designed to equip participants with the skills to effectively apply Artificial Intelligence tools in workplace environments.

This program focuses on real-world use cases, enabling learners to automate tasks, enhance productivity, streamline workflows, and support better decisionmaking.

Through guided activities and hands-on practice, participants learn how to integrate AI into daily tasks across functions such as HR, marketing, finance, operations, education, and customer service.

## **Key Learning Outcomes**

Upon completion of the course participants will be able to

- Gain the ability to use AI platforms such as Copilot, Gemini, and ChatGPT to automate routine tasks, streamline processes, and enhance operational efficiency.
- Learn how to analyse information, interpret datasets, generate summaries, and support strategic decision-making using AI-powered analytical features.
- Develop advanced skills in using AI for professional writing, presentations, reports, marketing content, and creative assets across multiple platforms.
- Build AI-assisted workflows, templates, planning tools, and problemsolving frameworks that address real organisational needs.



**Duration:**  
4 days



**Level:**  
Professional



**Delivery Mode:**  
Physical / Online / Hybrid - Instructor Led

## **Who Should Join:**

- Working professionals who want to use AI tools to improve productivity, automate tasks, and enhance work quality.
- Non-technical staff in HR, marketing, finance, operations, customer service, and administration seeking applied AI skills for daily work.

## Course Modules Covered

- M1** Applied AI for the Modern Workplace
- M3** Applied Prompt Engineering (Non Tech)
- M5** AI for Content, Creativity & Engagement

- M2** Mastering Productivity AI Tools
- M4** AI for Business Automation & Workflow
- M6** AI for Insights & Decision Support

## Our Training Methodology

### Practical Assignments

We provide hands-on assignments that requires practical implementation.

### Virtual Coaching Sessions

Online coaching sessions that happen over the phone, via video.

### Access to LMS

Get access to learning resources

### Live Project Experience

Hands-on learning and training gives participants the opportunity to experience the real world.

### Online Assessments

Participants can assess reflect on their own learning and their level/skills.

### Industry Case

Stay current on market research trends, learn best practices through our industry case studies

## Key Takeaways



Professional Skills



Practical Assessment



Expert Delivery & Labs



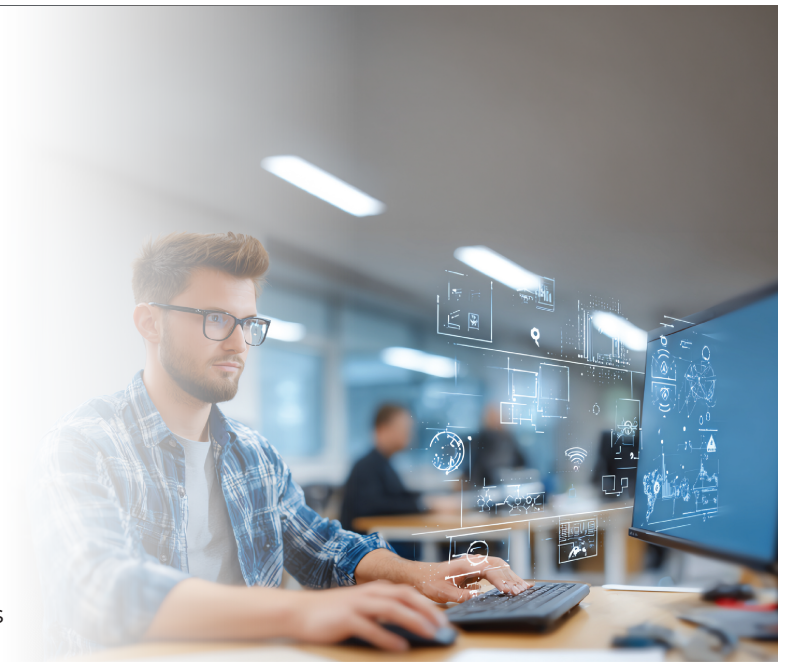
Compliance and Standards



Understanding Principles



Projects & Capstones



## Get in Touch With Us Today!

This program is ideal for individuals who wish to begin their journey in the field of Artificial Intelligence and technical AI development.

## Transforming Lives | Enriching Communities | Empowering The Future



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