


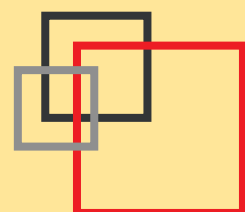
# ARTIFICIAL INTELLIGENCE TRAINING



Course Catalogue

Issue 7 - v.01

 English



## BUSINESS TRAINING

### ESSENTIALS

**Discovering Artificial Intelligence**  
1 day [page 4]

**Professional Prompt Engineering with GEMINI**  
1 day [page 4]

**Professional Prompt Engineering with ChatGPT**  
1 day [page 4]

**Professional Prompt Engineering with CoPilot**  
1 day [page 4]

Practical examples using



### ROLE ORIENTED

**AI for Managers**  
1 day [page 4]

**AI for Human Resources**  
1 day [page 5]

**AI for Finance**  
1 day [page 5]

**AI for Legal**  
1 day [page 5]

**AI for Sales & Business Dev.**  
1 day [page 5]

**AI for Marketing**  
1 day [page 5]

**AI for Customer Service**  
1 day [page 6]

**AI for Education**  
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**AI for Project Management**  
1 day [page 6]

**AI for IT & Operations**  
1 day [page 6]

## TECHNICAL TRAINING

### BASIC

**Artificial Intelligence Fundamentals**  
2 days [page 6]

**AI Prompt Engineering for Intelligent Dialogue**  
1 day [page 7]

### INTERMEDIATE

**Machine Learning Technology and Practice**  
3 days [page 7]

**Deep Learning Using Artificial Neural Network**  
3 days [page 7]

**Large Language Models**  
1 day [page 7]

### ADVANCED

**Python for Artificial Intelligence**  
2 days [page 7]

**Large Language Models Fine-Tuning**  
2 days [page 8]

**RAG Applications & Vector Databases**  
2 days [page 8]

**Developing Chatbot Applications**  
2 days [page 8]

**Building Agentic AI**  
2 days [page 8]

**Mastering GenAI APIs: Optimization & Performance**  
2 days [page 8]

**Secure Generative AI**  
2 days [page 9]

### DEPLOYMENT

**Implementing AI On-Premises**  
2 days [page 9]

**Implementing AI with Amazon Web Services (AWS)**  
2 days [page 9]

**Implementing AI with Google Cloud Platform (GCP)**  
2 days [page 9]

**Implementing AI with Microsoft AZURE**  
2 days [page 9]

Practical examples using



## Discovering Artificial Intelligence



Duration: **1 day**  
Level: □□□  
Profile:  
**Business Essentials**



### COURSE DESCRIPTION

The course aims to discover the disruptive impact of Artificial Intelligence in all kind of business. The course is oriented to administrative staff, managers and other job functions who wish to understand Artificial Intelligence and how AI revolution can help to enhance decision-making, streamline processes, and faster innovation. The course will present the Artificial Intelligence evolution, from Machine Learning till the Generative AI, exploring applications and business oriented use cases.

## Professional Prompt Engineering with GEMINI



Duration: **1 day**  
Level: □□□  
Profile:  
**Business Essentials**



### COURSE DESCRIPTION

This course empowers professionals to master the complete Google Gemini ecosystem, merging the reasoning capabilities of the Web App with the operational efficiency of Gemini for Workspace. Participants will learn to integrate AI directly into daily workflows, automating content generation in Docs, data analysis in Sheets, and correspondence in Gmail without context switching. By applying advanced prompting strategies to enterprise data residing in Drive, the program demonstrates how to transform meetings into instant deliverables, dramatically accelerating productivity and streamlining decision-making processes.

## Professional Prompt Engineering with ChatGPT



Duration: **1 day**  
Level: □□□  
Profile:  
**Business Essentials**



### COURSE DESCRIPTION

Leverage the full spectrum of ChatGPT's features, from sophisticated reasoning to the creation of Custom GPTs, to drive operational excellence. The curriculum guides professionals in utilizing Advanced Data Analysis for instant insights and charts, while mastering structured prompting techniques for consistent, high-quality outputs. By building tailored AI assistants for specific team needs, participants will dramatically accelerate problem-solving and automate repetitive intellectual processes.

## Professional Prompt Engineering with CoPilot



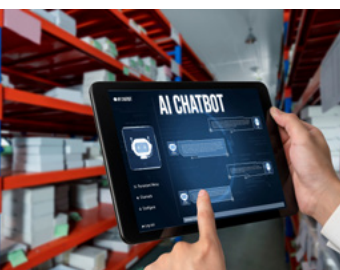
Duration: **1 day**  
Level: □□□  
Profile:  
**Business Essentials**



### COURSE DESCRIPTION

Unlock the full potential of Microsoft Copilot within the Microsoft 365 ecosystem, integrating the power of LLMs with enterprise data via the Microsoft Graph. Participants will learn to drive AI within daily applications, automating drafting in Word, data analysis in Excel, and meeting management in Teams. The curriculum focuses on cross-application workflow, such as converting documents into instant PowerPoint presentations to drastically reduce administrative overhead and amplify individual productivity.

## AI for Managers



Duration: **1 day**  
Level: □□□  
Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

Geared toward executives and strategy leaders, this course explores how prompt engineering can be used as a strategic lever rather than a purely technical skill. Participants will learn how to interact with generative AI to support strategic analysis, scenario planning, competitive intelligence, decision framing, and executive communication. Through practical exercises and real-world strategic use cases, the program demonstrates how well-crafted prompts can enhance clarity, speed, and quality of high-level decision making while supporting more informed and agile strategic leadership.

## AI for Human Resources



Duration: **1 day**  
 Level:   
 Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

This course delivers hands-on skills to effectively apply generative AI within HR and Talent Acquisition processes. Participants will learn how to design advanced, structured prompts to support activities such as job description creation, CV screening, candidate profiling, interview preparation, talent scouting, employer branding, and people analytics. The program focuses on improving output quality, consistency, and reliability while significantly reducing time spent on repetitive tasks and accelerating data-driven decision making across the HR function.

## AI for Finance



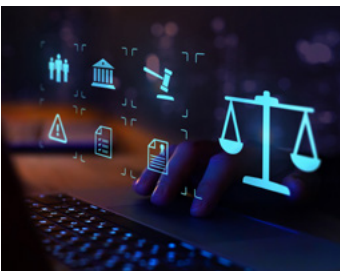
Duration: **1 day**  
 Level:   
 Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

Tailored for finance and controlling professionals, this course explores how generative AI can be used as a powerful analytical and decision-support tool. The program blends methodological concepts with hands-on labs in which participants build and refine prompts for financial analysis, reporting, forecasting, variance analysis, and management control. Through practical scenarios and guided exercises, attendees learn how to improve accuracy, consistency, and insight generation while streamlining repetitive analytical tasks and supporting faster, data-driven financial decisions.

## AI for Legal



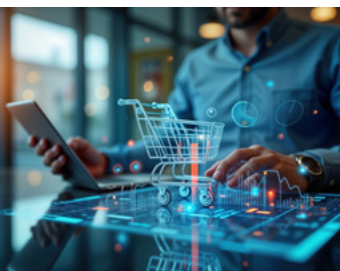
Duration: **1 day**  
 Level:   
 Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

Designed for legal and compliance professionals, this course examines prompt engineering as a controlled and reliable way to apply generative AI in regulated contexts. Participants will learn how to structure prompts to support contract analysis, policy review, regulatory interpretation, risk assessment, and compliance documentation. Through practical exercises and realistic legal scenarios, the program emphasizes precision, traceability, and consistency of outputs, helping organizations leverage AI responsibly while maintaining legal and governance standard.

## AI for Sales & Business Development



Duration: **1 day**  
 Level:   
 Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

Designed for Sales and Business Development professionals, this hands-on course equips participants with practical skills to leverage generative AI in commercial activities. Attendees will actively design and test structured prompts to support lead generation, account research, customer profiling, value proposition development, sales messaging, proposal creation, and pipeline analysis. Through real-world use cases and practical exercises, the program enhances effectiveness, consistency, and speed across the sales cycle, enabling more data-driven and scalable business development strategies.

## AI for Marketing



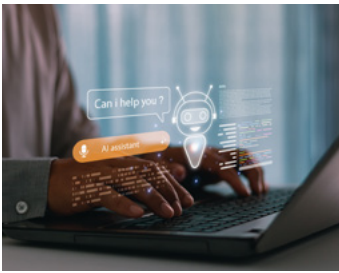
Duration: **1 day**  
 Level:   
 Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

This hands-on course provides practical and advanced skills to apply generative AI across marketing, communication, and social media activities. Participants will actively design and test structured prompts to support content creation, advertising campaign design, copywriting, brand storytelling, social media planning, audience analysis, and performance optimization. Through real use cases and practical exercises, the program enhances creativity, consistency, and message quality while accelerating workflows and enabling data-driven marketing and communication strategies.

## AI for Customer Service



Duration: **1 day**  
Level:   
Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

Built for Customer Service and Support teams, this hands-on course provides participants with practical skills to apply generative AI in customer-facing operations. Attendees will actively design and test structured prompts to support ticket analysis, response drafting, knowledge base enrichment, sentiment analysis, escalation handling, and service quality monitoring. Through real-world scenarios and practical exercises, the program improves response accuracy, consistency, and speed while enhancing customer experience and operational efficiency.

## AI for Education



Duration: **1 day**  
Level:   
Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

Focused on the education and learning domain, this course combines conceptual foundations with extensive hands-on practice to explore how generative AI can enhance teaching, training, and learning design. Participants will work directly with structured prompting techniques to create learning materials, assessments, personalized learning paths, tutoring assistants, and feedback systems. Practical workshops and guided exercises emphasize teaching quality, adaptability, and learner engagement, enabling educators and trainers to integrate AI effectively into both classroom and digital learning environments.

## AI for Project Management



Duration: **1 day**  
Level:   
Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

Rather than focusing on tools alone, this course approaches prompt engineering as a practical management capability for complex projects. Participants will learn how to use generative AI to support planning, scope definition, risk and dependency analysis, stakeholder communication and progress tracking. Through scenario-based exercises and hands-on activities, the course shows how well-designed prompts can improve clarity, alignment, and decision-making, in order to manage projects more effectively while reducing coordination overhead.

## AI for IT & Operations



Duration: **1 day**  
Level:   
Profile:  
**Business Role Oriented**



### COURSE DESCRIPTION

Designed as a practice-oriented journey, this course demonstrates how generative AI and prompt engineering can be integrated into ICT Operations and system management workflows. Participants will experience AI applied to log and metric analysis, incident investigation, troubleshooting, faults prediction, testing strategies, and architectural reasoning. Through guided labs and realistic cross-functional scenarios, the program emphasizes precision and reliability of AI outputs, enabling operations teams, IT professionals, and developers to improve service stability, collaboration and delivery efficiency.

## Artificial Intelligence Fundamentals



Duration: **2 days**  
Level:   
Profile:  
**Technical Basic**



### COURSE DESCRIPTION

The course provides the theory and tools to understand and use AI technology from scratch. The entire development and production chain of a ML system is examined, starting from Data Mining and Feature Engineering stages and going on developing and maintaining a ML model. Neural Networks and Deep Learning are also addressed to enable advanced application like computer vision, natural language processing, automatic programming and much more. All the covered topics are supported by use-cases and lab activities.

## AI Prompt Engineering for Intelligent Dialogue



Duration: **1 day**

Level: ■ □ □

Profile:

**Technical Basic**



### COURSE DESCRIPTION

Would you like to have an effective conversation with GenAI applications such as ChatGPT, Gemini and CoPilot? This course aims to provide participants with the skills required to design and implement effective prompts for advanced language models. Students will gain an in-depth understanding of the theory behind prompt engineering and develop practical skills for creating input that generates desired responses.

## Machine Learning Technology and Practice



Duration: **3 days**

Level: ■ ■ □

Profile:

**Technical Intermediate**



### COURSE DESCRIPTION

In this course, you will learn the most effective machine learning techniques and gain practice implementing and getting them to work. Moreover, you will learn not only the theoretical underpinnings of learning, but also the practical know-how needed to quickly and powerfully apply these techniques to new problems. Finally, you will learn some of Silicon Valley's best practices in innovation related to machine learning and AI.

## Deep Learning Using Artificial Neural Network



Duration: **3 days**

Level: ■ ■ □

Profile:

**Technical Intermediate**



### COURSE DESCRIPTION

This course shows the mathematical, statistical and computational challenges of building stable representations for high-dimensional data, such as images, text and data. We will delve into selected topics of Deep Learning, discussing recent models from both supervised and unsupervised learning. Special emphasis will be given to convolutional architectures, invariance learning, unsupervised learning and non-convex optimization.

## Large Language Models



Duration: **1 day**

Level: ■ ■ □

Profile:

**Technical Intermediate**



### COURSE DESCRIPTION

The course aims to provide participants with an in-depth analysis of the AI technologies currently available for developing language models. It analyzes the evolution of these systems, ranging from machine translation to the latest generative Large Language Models (LLMs) powering chatbots like ChatGPT, GEMINI etc.

## Python for Artificial Intelligence



Duration: **2 days**

Level: ■ ■ ■

Profile:

**Technical Advanced**



### COURSE DESCRIPTION

The course "Python for AI" is an in-depth exploration of the Python libraries and frameworks that build the backbone of Artificial Intelligence (AI) development. Designed for technical enthusiasts and aspiring AI practitioners, this course provides an exhaustive understanding of the essential tools and resources required to create cutting-edge AI solutions.

## Large Language Models Fine-Tuning



Duration: **2 days**  
Level: ■■■■  
Profile:  
**Technical Advanced**



### COURSE DESCRIPTION

Master the art of Fine-Tuning in this intensive workshop. Participants will learn how to specialize open-source LLMs (such as Llama3 or Mistral) using proprietary enterprise data, overcoming the limitations of standard prompt engineering. Leveraging cutting-edge techniques like QLoRA and PEFT, the session shows how to train models on accessible hardware within the Hugging Face ecosystem. The course covers the complete lifecycle: from dataset preparation and chat formatting to training with TRL, ending with weight merging for production deployment.

## RAG Applications & Vector Databases



Duration: **2 days**  
Level: ■■■■  
Profile:  
**Technical Advanced**



### COURSE DESCRIPTION

This workshop focuses on how to overcome the limitations of Large Language Models (LLMs) embedding proprietary enterprise data via Retrieval-Augmented Generation (RAG) architectures. Participants are guided through the implementation and management of modern Vector Databases to optimize semantic search, enabling the development of AI applications that remove hallucinations and ensure context-aware responses grounded in verified sources.

## Developing Chatbot Applications



Duration: **2 days**  
Level: ■■■■  
Profile:  
**Technical Advanced**



### COURSE DESCRIPTION

This two-day hands-on workshop is designed to provide operational proficiency in LangChain, the leading framework for LLM application development. Participants will learn how to manage prompts, memory, and logical chains to build conversational chatbots. The course covers advanced techniques such as Retrieval-Augmented Generation (RAG), to query documents and databases. The course guides the students to develop of a fully functional virtual assistant, providing them with the essential skills to build modern intelligent applications.

## Building Agentic AI



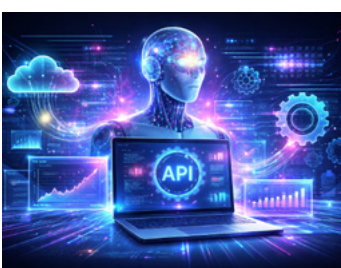
Duration: **2 days**  
Level: ■■■■  
Profile:  
**Technical Advanced**



### COURSE DESCRIPTION

This intensive workshop marks the transition from building simple linear chatbots to architecting complex, autonomous Agentic AI. While LangChain is ideal for managing sequences (Chains), LangGraph enables the handling of loops, sophisticated decision-making, and persistent states: foundational elements for deploying true Agents. Participants will design cognitive architectures where AI moves beyond response generation to actively plan, execute actions, self-correct, and collaborate with humans or other agents to solve complex tasks.

## Mastering GenAI APIs: Optimization&Performance



Duration: **2 days**  
Level: ■■■■  
Profile:  
**Technical Advanced**



### COURSE DESCRIPTION

This course evolves Generative AI into a reliable, production-ready software engine. It offers expert guidance on the professional integration of both cloud-based and local model APIs, with a focus on token management, parameter tuning, and structured outputs (JSON) for scalable applications. The curriculum includes an exclusive module on TOON, an advanced data-payload optimization technique that significantly reduces operational costs and response latency.

## Secure Generative AI



Duration: **2 days**  
 Level: ■■■■  
 Profile:  
**Technical Advanced**



### COURSE DESCRIPTION

Learn how to fortify your Generative AI applications in this intensive workshop. We will explore the OWASP Top 10 for LLMs, addressing critical threats such as Prompt Injection, Data Leakage, and Insecure Output Handling. Through adversarial simulations (Red Teaming) and defense strategies (Guardrails), participants will acquire the practical expertise to develop robust and compliant AI systems, safeguarding enterprise data and model integrity against emerging vulnerabilities.

## Implementing AI On-Premises



Duration: **2 days**  
 Level: ■■■■  
 Profile:  
**Technical Deployment**



### COURSE DESCRIPTION

This course offers a comprehensive deep dive into the infrastructure and applications required to architect an on-premises AI pipeline. The curriculum covers the entire data lifecycle, from management and processing to high-performance storage, before analyzing strategies for distributed model training. It concludes by evaluating both commercial and open-source solutions for establishing a production-grade MLOps ecosystem.

## Implementing AI with Amazon Web Services (AWS)



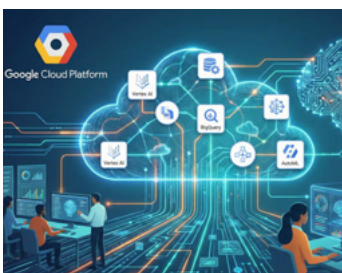
Duration: **2 days**  
 Level: ■■■■  
 Profile:  
**Technical Deployment**



### COURSE DESCRIPTION

This course offers a detailed overview of the tools and services within Amazon Web Services (AWS) designed for building Artificial Intelligence applications. It provides an in-depth examination of data ingestion and processing using AWS SNS, AWS SQS, and Amazon Kinesis, alongside a comprehensive survey of storage solutions such as Amazon S3, Amazon Redshift, and Lake Formation. The curriculum explores core AI/ML services, including Amazon SageMaker, Amazon Bedrock, and Amazon Q. The program includes demonstrations and hands-on exercises to ensure the practical application of the acquired skills.

## Implementing AI with Google Cloud Platform (GCP)



Duration: **2 days**  
 Level: ■■■■  
 Profile:  
**Technical Deployment**



### COURSE DESCRIPTION

This course offers a detailed overview of the tools and services within Google Cloud Platform (GCP) designed for building Artificial Intelligence applications. It provides an in-depth analysis of data ingestion and processing using Cloud Pub/Sub, Dataflow, Dataproc, and Cloud Data Fusion, alongside a comprehensive survey of storage solutions such as Cloud Storage, BigQuery, and BigTable. The curriculum explores core AI/ML services, including AI Platform, AutoML, BigQuery ML, and Vertex AI. The program includes demonstrations and hands-on exercises to ensure the practical application of the acquired skills.

## Implementing AI with Microsoft AZURE



Duration: **2 days**  
 Level: ■■■■  
 Profile:  
**Technical Deployment**



### COURSE DESCRIPTION

This course provides an introduction to the Microsoft Azure platform and its core management tools, including the Azure Portal, Azure CLI, and SDKs. It explores the suite of AI/ML services, specifically Azure Machine Learning and Cognitive Services. Additionally, the curriculum covers Azure Databricks for collaborative data science, alongside data processing and storage solutions such as Azure SQL Database, Cosmos DB, Azure Data Lake, Blob Storage, and Azure Synapse Analytics. The program includes demonstrations and hands-on exercises to consolidate the acquired knowledge.

# ARTIFICIAL INTELLIGENCE BUSINESS TRAINING PATH GUIDE

WHAT'S YOUR COMPANY ROLE

FIRST: GET THE AI MINDSET

THEN: LEVEL UP WITH YOUR AI SOLUTION

FINAL: BECOME AN "AI-FIRST" LEADER

EXECUTIVE & STRATEGY

HR & TALENT ACQUISITION

FINANCE AND CONTROLLING

LEGAL & COMPLIANCE

SALES AND BUSINESS DEVELOPMENT

MARKETING, COMMUNICATION & SOCIAL

CUSTOMER SERVICE AND SUPPORT


EDUCATION AND LEARNING

PROJECT MANAGER

IT & OPERATIONS

**Discovering Artificial Intelligence**  
1 day

**Professional Prompt Engineering with GEMINI**  
1 day



**Professional Prompt Engineering with ChatGPT**  
1 day



**Professional Prompt Engineering with CoPilot**  
1 day



**AI for Managers**  
1 day

**AI for Human Resources**  
1 day

**AI for Finance**  
1 day

**AI for Legal**  
1 day

**AI for Sales & Business Dev.**  
1 day

**AI for Marketing**  
1 day

**AI for Customer Service**  
1 day

**AI for Education**  
1 day

**AI for Project Management**  
1 day

**AI for IT & Operations**  
1 day



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