Training Course on Generative Artificial Intelligence Fundamentals

Professional Development Training Course Outline

Category	Artificial Intelligence And Block Chain	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The world of artificial intelligence is rapidly evolving, and at the heart of this revolution is **Generative AI (GenAI)-** the cutting-edge technology that empowers machines to create, innovate, and personalize at scale. This **comprehensive, industry-aligned course** introduces participants to the fundamental concepts, real-world applications, and key technologies that drive Generative AI models such as **ChatGPT, DALL·E, Stable Diffusion**, and **Google Gemini**. Whether you're a tech enthusiast or a business leader, this course will help you harness the transformative power of GenAI to build smarter solutions and drive innovation.

Designed for **future-ready professionals**, this course provides a strong foundation in machine learning, neural networks, natural language processing (NLP), and AI-generated content. Participants will explore hands-on tools and real-time applications, gaining both **theoretical understanding and practical skills** to implement generative models in various domains such as content creation, customer service automation, marketing, design, and more. Stay ahead of the curve with one of the most in-demand skill sets of the digital age.

Programme Curriculum

Training Course on Generative Artificial Intelligence Fundamentals

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Course Duration

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Course Objectives

1. Understand the fundamentals of **Generative Artificial Intelligence** and its evolution.
2. Explore the architecture and functioning of **Large Language Models (LLMs)**.
3. Learn how to fine-tune and apply **pre-trained models like GPT-4 and Gemini**.
4. Gain hands-on experience with **AI content generation tools**.
5. Understand ethical implications and **AI safety** in generative applications.
6. Build foundational skills in **Natural Language Processing (NLP)**.
7. Analyze case studies of **AI in business transformation**.
8. Use **prompt engineering** techniques for effective outputs.
9. Implement **image and video generation using GANs and Diffusion Models**.
10. Design basic generative workflows using **no-code AI tools**.
11. Discover how to integrate GenAI into **product development and UX design**.
12. Learn about **multimodal AI** (text, image, audio).
13. Develop a strategic roadmap for **AI adoption in enterprises**.

Organizational Benefits

- Empower teams with **in-demand GenAI capabilities** for innovation and efficiency.
- Accelerate digital transformation through **intelligent automation**.
- Enhance content creation and customer engagement with **AI-driven tools**.
- Foster a culture of **data-driven decision-making and innovation**.
- Gain competitive advantage by being early adopters of **emerging AI technologies**.
- Reduce operational costs through **smart automation** and AI-enhanced workflows.
- Prepare for the future of work with **AI-augmented productivity**.

Target Audience

1. IT Professionals and Developers
2. Business Analysts and Consultants
3. Product Managers and UX Designers
4. Digital Marketers and Content Creators
5. Data Scientists and Machine Learning Engineers
6. CXOs and Tech Decision Makers
7. Educators and Academic Researchers
8. Students and AI Enthusiasts

Course outline

Module 1: Introduction to Generative AI

- What is Generative AI?
- Key milestones in AI development
- Generative vs. Predictive AI
- Current tools and platforms
- Industry use cases

Module 2: Understanding Large Language Models (LLMs)

- Architecture of LLMs
- Transformer models
- Pretraining vs fine-tuning
- ChatGPT, Claude, and Gemini
- Applications in content and automation

Module 3: Prompt Engineering and Content Generation

- Crafting effective prompts
- Prompt tuning strategies
- Role of context and tone
- Common prompt patterns
- Avoiding prompt pitfalls

Module 4: Visual and Audio Content Generation

- Overview of generative media
- Working with DALL·E and Stable Diffusion
- AI in music and voice generation
- AI video generators
- Deepfakes and authenticity

Module 5: Ethical and Responsible AI

- Bias and fairness in GenAI
- Privacy and data concerns
- Regulatory landscape
- AI misuse prevention
- Responsible deployment

Module 6: Generative AI in Business

- Customer support automation
- AI-driven marketing
- Product design with GenAI
- Strategic implementation frameworks
- ROI and cost-benefit analysis

Module 7: Tools and Platforms

- OpenAI tools
- Google Gemini and Bard
- Hugging Face and open-source libraries
- Low-code/no-code AI tools

- Integrating GenAI into workflows

Module 8: Capstone Project and Future Trends

- Building a GenAI-powered solution
- Cross-industry case studies
- The future of LLMs
- Lifelong learning in AI
- Final presentations and feedback

Training Methodology

- **Live Interactive Sessions** led by industry experts
- **Hands-on Labs & Simulations** using real-world AI tools
- **Case Study Analysis** from leading industries
- **Capstone Project** to apply knowledge practically
- **Q&A and Mentorship Support** to resolve doubts
- **Self-paced Learning Material** for deeper exploration
- **Certification of Completion** for professional credibility
- **Collaborative Group Work** for peer learning

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org **or call** *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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