

## Generative Artificial Intelligence Award - Includes Exam

Duration: 1 Day Course Code: GENAI-AWARD Version: 1.0

### Overview:

Learn the fundamentals, applications, and responsible use of generative AI while preparing for the EXIN BCS Generative AI Award certification. The Generative Artificial Intelligence Award Certification Prep course is based on the Exin BCS certification designed to introduce professionals to the transformative potential of generative artificial intelligence. This one-day course provides a structured and accessible pathway for learners to understand how generative AI works, where it can be applied, and how to use it responsibly. Participants will explore foundational concepts, real-world applications, and the ethical and legal considerations that come with deploying AI tools in business and creative environments. This course is aligned with the certification's focus on practical knowledge, ensuring learners are well-prepared for the exam. Throughout the day, learners will engage with topics such as prompt engineering, output validation, and risk mitigation strategies. They'll gain insights into how generative AI is reshaping industries—from content creation to data analysis—and learn how to apply these tools effectively in their own roles. Whether you're a business leader, product manager, or curious professional, this course offers a comprehensive introduction to generative AI that balances technical understanding with strategic and ethical awareness. Includes an exam voucher.

### Target Audience:

This course is designed for anyone who wants to build foundational literacy in generative AI and earn a globally recognized certification - whether to support innovation, improve efficiency, or guide responsible adoption in their organization.

### Objectives:

- By the end of this course, participants will be able to:
- Define generative AI and explain its core concepts, capabilities, and limitations.
- Identify practical applications of generative AI across various industries and job functions.
- Demonstrate basic prompt engineering techniques to interact effectively with generative AI tools.
- Evaluate AI-generated outputs for accuracy, relevance, and potential risks such as bias or misinformation.
- Recognize ethical, legal, and governance considerations related to the responsible use of generative AI.
- Prepare confidently for the EXIN BCS Generative AI Award certification exam.

### Prerequisites:

This course is designed to be accessible to a wide range of professionals, and no prior technical or programming experience is required. However, to get the most out of the course, participants should ideally have:

- A general understanding of digital tools and workplace technologies.
- Curiosity about artificial intelligence and its impact on business or society.
- An interest in applying AI tools to enhance productivity, creativity, or decision-making.

The course is especially well-suited for learners who are new to AI but want a structured, practical introduction that leads to a recognized certification.

### Testing and Certification

Exin BCS Generative Artificial Intelligence Award

## Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

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