

Applied Generative AI

DESIGN, BUILD, AND DEPLOY
AI WORKFLOWS WITH CONFIDENCE.

CERTIFICATE





Practical AI Implementation

Learn to plan, build, evaluate, and safely deploy AI-assisted workflows using multiple leading tools (ChatGPT, Claude, Gemini, Qwen, and selected open-source options). Graduate with a graded portfolio project and a practical toolkit you can reuse immediately.



Who Should Attend

- Business, operations, and product professionals seeking to streamline work and decision-making with AI.
- Educators, analysts, and communicators aiming to boost productivity and content quality.
- Designers and creative professionals interested in generative AI for visuals, video, and storytelling.
- Students and early adopters looking to build a practical AI toolkit and portfolio-ready projects.

Learning Objectives

- Understand generative AI models and their practical uses.
- Design effective prompts and automate workflows with AI tools.
- Create safe, brand-aligned content across text, visuals, and audio.
- Build light AI systems using real data and automation platforms.
- Evaluate AI quality, manage risks, and deliver a practical pilot project.

Learning Outcomes

By the end of this program, participants will be able to:

- Explain generative vs. predictive AI and the strengths/limits of major models.
- Choose the right model for a task using quality/cost/speed/privacy trade-offs.
- Apply prompt & context engineering frameworks to produce reliable outputs.
- Build productivity workflows across Docs, Email, Sheets, and Slides.
- Create safe, brand-aligned visual, audio, and video content with proper IP/consent.
- Design light agentic systems and Retrieval-Augmented Generation (RAG) over your files.
- Evaluate quality, control costs/latency, and add governance/guardrails.
- Deliver a pilot use-case and present a portfolio-ready capstone.

Training Modules

Module 1 — Foundations & the Model Landscape | 3 hours

Discover the fundamentals of generative vs. predictive AI, explore key models (ChatGPT, Claude, Gemini, Qwen, Llama/Mistral), and learn essential concepts like tokens, context windows, and privacy basics.

Module 2 — Prompt & Context Engineering | 3 hours

Learn how to design effective prompts and structured contexts that work across models using proven frameworks like COTE, ReAct, and Chain of Density. Explore role-based prompts, few-shot techniques, and guardrails for reliability.

Module 3 — Productivity Stack: Docs, Email, Sheets & Slides | 3 hours

Learn to create polished deliverables faster using AI across your daily tools — from drafting documents and emails to building data tables and presentations.

Module 4 — Data Workflows, RAG & Light Agents | 3 hours

Go beyond chat to build systems that safely use your own data. Understand RAG basics, automation flows, and light AI agents for real use cases.

Training Modules

Module 5 — Visual Synthesis: Images → Video | 3 hours

Master AI tools for on-brand image and video generation while respecting IP rules. Learn about styles, prompts, and safe visual storytelling.

Module 6 — Audio Creation, Translation & Voice | 3 hours

Explore voice generation, dubbing, and multilingual workflows with ethical and consent-based practices.

Module 7 — Evaluation, Cost Control, Risk & Governance | 3 hours

Learn how to test AI outputs, control costs, and manage risks such as bias or data leakage.

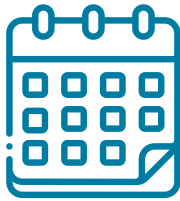
Module 8 & 9 — From Prototype to Rollout | 2.5 hours each

Turn your AI prototype into a working pilot. Learn integration, change management, and adoption strategies.

Module 10 — Capstone Showcase | 1 hour

Present your final project and demonstrate what you've built.

Program Information



DATES

January 21, 23, 28, 30, 2026

February 4, 6, 11, 13, 2026

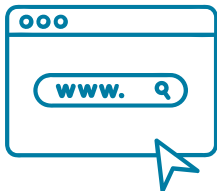
Duration: 27 hours (8 sessions)



TIMING | MODALITY | LOCATION

Timing: 5:30 - 8:30 pm

Modality: Online via Zoom platform



REGISTRATION

Deadline: January 12, 2026

[Click Here to Register](#)



FEES

\$ 550

Meet Your Trainers

GEORGES SALLOUM

AI STRATEGIST | STARTUP ARCHITECT |
EDUCATOR | SYSTEMS THINKER



George Salloum is an AI strategist, startup architect, and educator with extensive experience in developing high-impact startups and scalable AI solutions across the MENA region, Africa, and Europe. He bridges advanced technologies—such as AI, cybersecurity, and data science—with human-centered systems in education and leadership, transforming complexity into clarity. As a co-founder and advisor to over 1,000 companies, George brings a unique blend of technical and strategic insight to his teaching. At USJ, he lectures on AI/ML and entrepreneurship, with a focus on AI architecture, no-code automation, cross-cultural innovation, and strategic foresight.

PETER AZIZ

CREATIVE DIRECTOR | AI INNOVATOR |
3D & IMMERSIVE EXPERIENCE EXPERT



Peter Aziz is a multidisciplinary Creative Director and early AI innovator blending art, technology, and business strategy. With over 17 years of experience in 3D visualization, virtual and augmented reality, and digital media, he develops AI-driven tools and workflows that enhance design, storytelling, and business growth. Through his work with Orion & Partners and DB28, Peter has transformed how clients experience architecture and brand storytelling across the GCC, MENA, and Europe. Passionate about the intersection of creativity and intelligent systems, he continues to push the boundaries of the AI-powered creative future.

Contact

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