

CERTIFICATE PROGRAM

APPLIED GENERATIVE AI

DESIGN, BUILD, AND DEPLOY
AI WORKFLOWS WITH CONFIDENCE —
WITH **CLAUDE** AT THE CORE.



PROGRAM AT A GLANCE



DATES

Sept - Oct 2026



TIMING

5:30 PM - 8:30 PM



DURATION

27 Hours



FORMAT

Online



EARLY BIRD FEES

Before 31 August 2026

590\$



FEES

675\$

ABOUT THIS PROGRAM



The Applied Generative AI Certificate Program equips professionals with the practical skills to design, build, and deploy AI-powered workflows using Claude as its core platform while developing expertise across today's leading generative AI models.



Designed for business professionals, educators, analysts, communicators, designers, and innovators, the program combines prompt engineering, workflow automation, and real-world AI applications to enhance productivity and decision-making.



Participants will explore the Claude ecosystem, including Claude Chat, Projects, Artifacts, Claude in Chrome, and Claude Cowork, while learning to create multimodal content and build AI-powered workflows for practical business use.



The program concludes with a portfolio-ready Capstone Project, enabling participants to confidently evaluate, deploy, and govern AI solutions in real-world environments.



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MODULES AND LEARNING OUTCOMES

A structured learning journey to develop the knowledge, instructional design expertise, and facilitation skills needed to create engaging, learner-centered training experiences that drive meaningful learning outcomes.

MODULES	MODULE SUMMARY	KEY FOCUS
1  Foundations & the Model Landscape 3 hours	- Understand generative vs. predictive AI fundamentals. - Explore leading AI models and their strengths. - Learn core concepts: tokens, context windows, reasoning, and privacy. - Develop a practical framework for selecting the right AI model.	Generative vs. Predictive AI Model Landscape Overview Tokens & Context Windows Extended Reasoning Privacy Basics & Decision Framework
2  Prompt & Context Engineering, the Claude Way 3 hours	- Master structured prompt engineering techniques. - Apply Anthropic's prompting best practices. - Explore advanced reasoning frameworks and guardrails. - Build prompting skills transferable across AI models.	Anthropic Prompting Best Practices Structured & Role Prompting Few-Shot & Chain-of-Thought ReAct & Chain of Density Guardrails for Reliability
3  Productivity Stack: Docs, Email, Sheets & Slides 3 hours	- Create professional business content with Claude. - Work with Claude Chat, Projects, Artifacts, and Claude in Chrome. - Analyze files, automate workflows, and conduct web research. - Compare Claude with Copilot- and Gemini-style assistants.	Claude Chat Claude Projects Artifacts (Live, Editable Outputs) Claude in Chrome Comparison: Copilot & Gemini
4  Data Workflows, RAG & Light Agents 3 hours	- Build AI workflows using your own data. - Explore RAG, Claude Projects, and MCP connectors. - Delegate multi-step tasks with Claude Cowork. - Discover Claude Code for workflow automation.	RAG Fundamentals Claude Projects Knowledge Bases Connectors (Model Context Protocol) Claude Cowork (Desktop Agent) Introduction to Claude Code (Optional Track)

DATES

September 21, 23, 28, 2026, from 5:30 p.m. to 8:30 p.m.

October 5, 7, 12, 14, and 19, 2026, from 5:30 p.m. to 8:30 p.m.



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5  Visual Synthesis: Images → Video 3 hours	- Master AI tools for on-brand image and video generation. - Use Claude as creative director to craft prompts, storyboards, and brand style guides. - Explore styles, prompting patterns, and visual storytelling best practices. - Apply safe visual storytelling and intellectual property (IP) rules.	 AI Image Generation  AI Video Generation  Brand Style & Storyboards  Safe Visual Storytelling & IP
6  Audio Creation, Translation & Voice 3 hours	- Explore voice generation, dubbing, and multilingual workflows. - Use Claude for script drafting, translation quality control, and translation review. - Apply ethical, consent-based practices in voice and audio content creation. - Integrate dedicated voice and audio tools.	 Voice Generation & Dubbing  Multilingual Workflows  Script Drafting & Translation QC  Ethical & Consent-Based Practices
7  Evaluation, Cost Control, Risk & Governance 3 hours	- Learn how to test AI outputs for quality and reliability. - Control costs and latency for efficient deployment. - Identify and manage risks such as bias and data leakage. - Build evaluation checklists and guardrails using Anthropic's safety approach and usage policies.	 AI Output Evaluation  Cost & Latency Control  Risk Management (Bias, Data Leakage, etc.)  Governance & Anthropic Safety  Evaluation Checklist & Guardrails
8  From Prototype to Pilot 3 hours	- Turn your AI prototype into a working pilot. - Choose the right Claude tools and delivery surface for your use case. - Scope, build, and test your pilot. - Prepare your solution for real-world deployment.	 Choose the Right Delivery Surface  Scope, Build & Test Pilot  Pilot Use-Case Development  Claude API / Code (Technical Builds)
9  Rollout, Change Management & Adoption 2 hours	- Take the pilot to the organization successfully. - Apply change management and adoption strategies. - Train and enable colleagues. - Measure and communicate impact.	 Change Management  Adoption Strategies  Training & Enablement  Impact Measurement
10  Capstone Showcase 1 hour	- Present your final project and demonstrate what you've built. - Showcase practical AI implementation and measurable impact. - Receive evaluation against a published rubric. - Leave with a portfolio-ready project that demonstrates your expertise.	 Final Project Presentation  Demonstration  Graded Against Rubric  Portfolio-Ready Project

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MEET YOUR TRAINERS



Mr. George 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.



Mr. 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.



WHO SHOULD ATTEND

This program is designed for professionals looking to harness the power of generative AI, optimize business workflows, enhance productivity, and apply AI solutions effectively in their organizations, including:

- 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.



CERTIFICATE AWARDED

Upon successful completion of the program participants will receive a certificate delivered by the Professional Training Center at USJ.



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