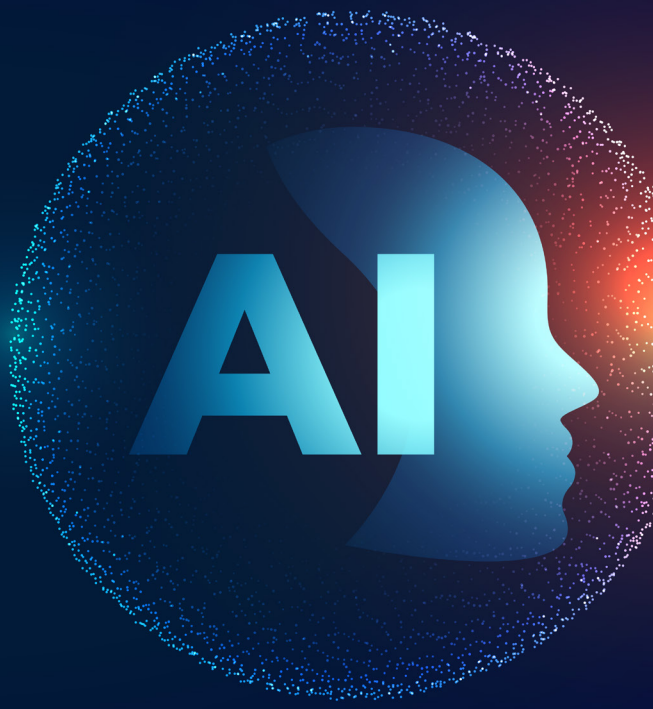
USJ 1875
Université Saint-Joseph de Beyrouth

Centre de formation professionnelle
Professional Training Center
Université Saint-Joseph de Beyrouth

CERTIFICATE

EXECUTIVE AI ADVANTAGE FROM GENERATIVE AI TO CLAUDE COWORK

FROM AI CHATING TO AGENTS CREATION



24-Hour Executive Program

PROGRAM AT A GLANCE

DATES
19, 21, 26 & 28 Jan 2027
2, 4, 11 & 16 Feb 2027

TIMING
5:30 PM - 8:30 PM

DURATION
20 Hours

IN PERSON
CIS, USJ Beirut

FEES 580 $

ABOUT THIS PROGRAM

Move beyond AI chat and learn to build practical agents that follow your procedures, work with your files and tools, and carry out multi-step tasks. Through hands-on exercises, you will create reusable assistants, connect them to everyday tools, and develop a working agent for your own professional needs.

From Chat to Agents
Understand AI agents and identify repetitive tasks that can be handled through reusable instructions and workflows.

Connected Workflows
Build Claude Projects and Skills, connect tools, and prepare drafts using email, files, and calendar inputs.

Execution & Productivity
Use Claude Cowork, Chrome, Excel, and PowerPoint to carry out practical multi-step tasks.

Results & Safeguards
Build a shareable agent app, test its performance, establish human approval points, and demonstrate your final project.

+961 70 119 341
www.usj.edu.lb/cfp
cfp@usj.edu.lb

REGISTER NOW

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PROGRAM AT A GLANCE

A practical learning journey designed to equip professionals with the skills to build, test, and apply AI agents to everyday work without coding or a technical background.

MODULES	LEARNING OUTCOMES	KEY FOCUS
1. Introduction to AI	• Understand AI fundamentals and applications • Explore AI tools to enhance productivity • Apply basic prompting techniques	• AI fundamentals • Practical AI tools • Ethical AI use
2. Agents Explained	• Understand AI agents and their limitations. • Identify repetitive work tasks. • Select a suitable agent project.	• Agent fundamentals • Task selection • Practical applications
3. Writing Instructions That Work	• Structure effective instructions. • Create a Claude Project. • Test and refine results.	• Instructions • Reference files • Testing
4. Skills & Reusable Capabilities	• Turn procedures into reusable Skills. • Test and refine capabilities. • Export Skills for future use.	• Reusable procedures • Skills development • Quality control
5. Connectors & Connected Assistants	• Connect email, files, and calendar. • Prepare drafts using real inputs. • Establish human approval points.	• Tool connections • Workflow integration • Approvals
6. Multi-Step Tasks with Claude Co-work	• Delegate end-to-end tasks. • Establish review checkpoints. • Improve workflow reliability.	• Task delegation • Checkpoints • Execution
7. Agents in Everyday Tools	• Use Claude in Chrome, Excel, and PowerPoint. • Apply agents within existing workflows. • Choose the right tool for each task.	• Browser workflows • Office tools • Productivity
8. Agent Apps & Safeguards	• Build a shareable app. • Protect sensitive data. • Identify risks and safeguards.	• App creation • Data protection • Human oversight
9. Capstone Demonstrations	• Demonstrate a working agent. • Evaluate results. • Plan practical implementation.	• Capstone project • Feedback • Application

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MEET THE TRAINER



Mr. GEORGE SALLOUM

George Salloum has more than 30 years of experience across software engineering, applied machine learning, telecommunications programme management, and venture building.

He has lectured at Université Saint-Joseph (USJ) in Beirut since 2003–2004, teaching AI and machine learning, programming, databases, and entrepreneurship. He runs an AI training and consulting practice, serves as CEO of a staff augmentation company, and has consulted with more than 1,000 startups across Lebanon, the GCC, and internationally.

He holds an MBA and is preparing a PhD in Data Science.

WHO SHOULD ATTEND

This course is designed for professionals seeking to improve productivity by building practical AI agents for repetitive knowledge tasks.

It is particularly relevant for:
- Professionals and managers
- Freelancers and small business owners
- Teams working with emails, documents, and spreadsheets
- AI users seeking reliable, repeatable workflows

Participants should be comfortable using everyday computer tools and have prior experience with an AI chat tool. No coding or technical background is required.



CERTIFICATE AWARDED

Upon successful completion and passing of the capstone project, participants will receive a certificate of completion. The capstone requires a working agent tested on three inputs, documented instructions, a completed test sheet, a human approval point, and a five-minute live demonstration.