



ENHANCING PRODUCTIVITY WITH AI

This micro-qualification will **demystify Generative AI (GenAI)** and empower participants to confidently begin integrating tools and technologies into their professional environments.

The programme seeks to **bridge the gap between the theoretical knowledge of AI and its practical application**, enabling participants to critically consider how to harness the potential of GenAI.

What content is covered within the programme?



UNIT 1

Fundamentals of Generative AI in Business

Understanding the core concepts and applications

- Understanding GenAI Basics
- Overview of Large Language Models (LLMs)
- Avoiding common pitfalls
- Exploring future trends in GenAI



UNIT 2

Using GenAI Tools Ethically

Navigating responsible and ethical GenAI use in the workplace

- Using GenAI tools in business
- Creating content with GenAI
- Identifying ethical uses of GenAI
- Avoiding misuse of GenAI



UNIT 3

Prompt Crafting

Mastering the Art of Effective GenAI Communication

- An overview of prompt crafting
- Developing clear and specific prompts
- Avoiding common mistakes
- Maximising GenAI outputs



UNIT 4

Evaluating GenAI Solutions

Integrating and assessing GenAI for business impact

- Identifying workplace use cases for GenAI
- Improving productivity and performance
- Embedding GenAI in business practices
- Implementing a balanced approach

Course Duration

Classroom Learning – 24 hours

Independent Learning – 26 hours

Cost of Course

Highly subsidised - your local ETB will advise on the final cost

Course Assessment

Work-based project

Course Accreditation

QQI Level 5



Contact your local ETB for further information or visit

skillstoadvance.ie