

AI CERT USA

AI Fundamentals Course & Certification

Build the confidence to use AI responsibly at work.

Course 1

No coding required

THE SHIFT ALREADY HAPPENING

AI is already in the room.

Across every business function, work is being drafted, summarized, and analyzed with AI.

Marketing

Campaign ideas and content drafts

Finance

Faster analysis and reporting support

Human Resources

Job posts, policies, and summaries

Operations

Workflow and documentation support

Customer Service

Draft responses and quick summaries

Research

Synthesis and clearer communication



Access to AI is not the same as advantage.

Professionals who understand AI work faster, decide with better information, and communicate more clearly.

01

Understand

What AI is, and what it is really doing.

02

Apply

Where it fits in your everyday work.

03

Confidence

Judgment to use it well and responsibly.

Six areas of practical AI literacy

01

AI Fundamentals

What AI and Generative AI really are

02

Common AI Tools

How today's tools are actually used

03

Business Applications

Where AI fits into daily work

04

Prompting

Clear instructions, better output

05

Capabilities & Limits

What AI can and cannot do

06

Responsible AI

Risks, verification, and judgment

EVERYDAY USE

Work you already do, moved faster.

The course focuses on realistic business tasks, not technical theory.

01

Research and summarization

Condense long material into key points

02

Writing and communication

Draft, refine, and clarify messages

03

Presentations and content

Turn rough notes into structured drafts

04

Data analysis support

Explore patterns and explain findings

05

Workflow assistance

Reduce repetitive routine tasks

Powerful. And still fallible.

STRENGTHS

Generate ideas and draft content.

Summarize long material quickly.

Explore patterns and explain findings.

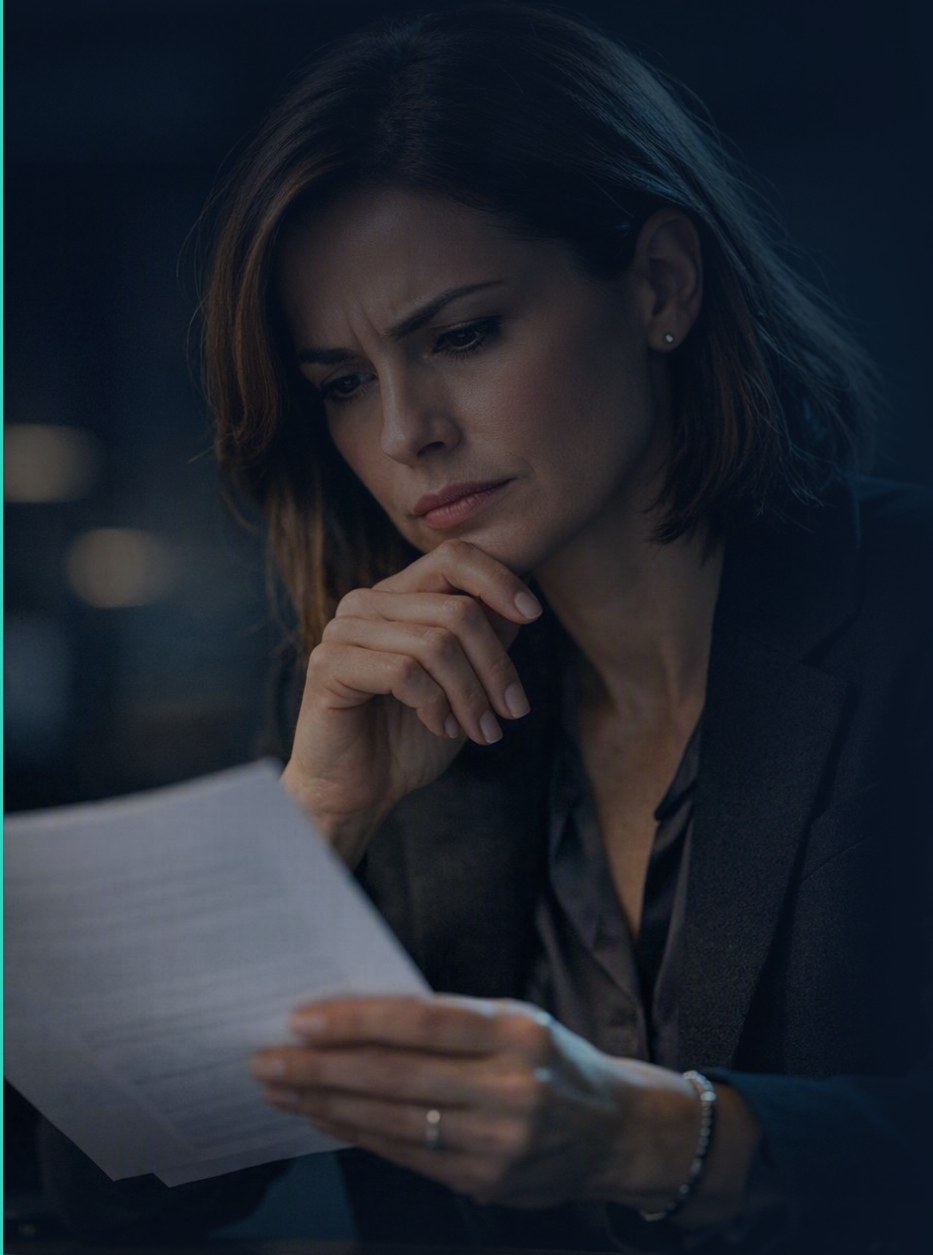
LIMITATIONS

Can produce inaccurate information.

Misreads context and nuance.

Lacks human judgment and accountability.

Decision lens: use AI to accelerate the work — then verify before it counts.



CRITICAL EVALUATION

Treat AI output as a draft, not truth.

Hallucinations

Confident answers that are simply wrong.

Bias and misinformation

Skewed framing or unsupported claims.

Privacy and security

Sensitive data that should never be shared.

Check the sources. Verify the facts. Apply your own judgment.

Responsibility is layered, not optional.

Purpose

Define the task and the data you may use.

Human oversight

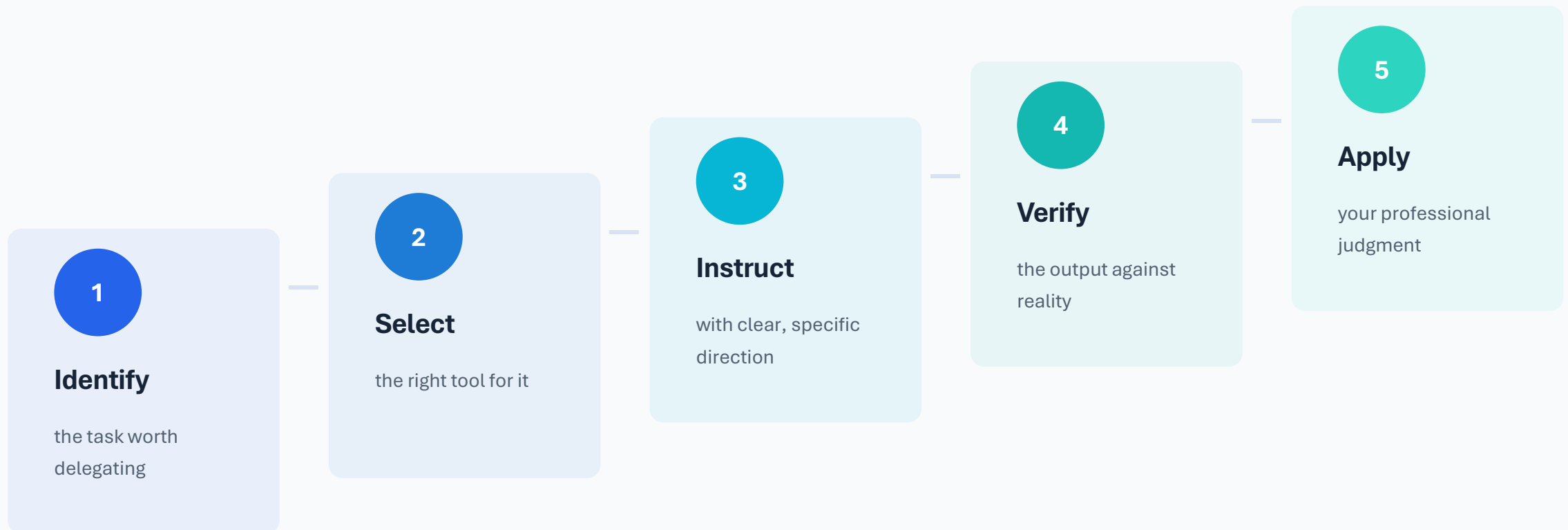
Keep a person reviewing every output.

Verification

Confirm before anything is shared or decided.

No programming. A repeatable habit.

Five moves that turn AI from a novelty into dependable professional practice.



Built for professionals, not programmers.

Every concept is taught through the work you already recognize
— the meeting, the memo, the report, the decision.



Business-focused curriculum

Workplace examples, not technical theory



Clear visual explanations

Complex ideas made simple



Practical exercises

Apply concepts to realistic tasks



Responsible AI guidance

Use AI safely, ethically, and critically



Certification preparation

Get ready to earn your credential

THE CREDENTIAL

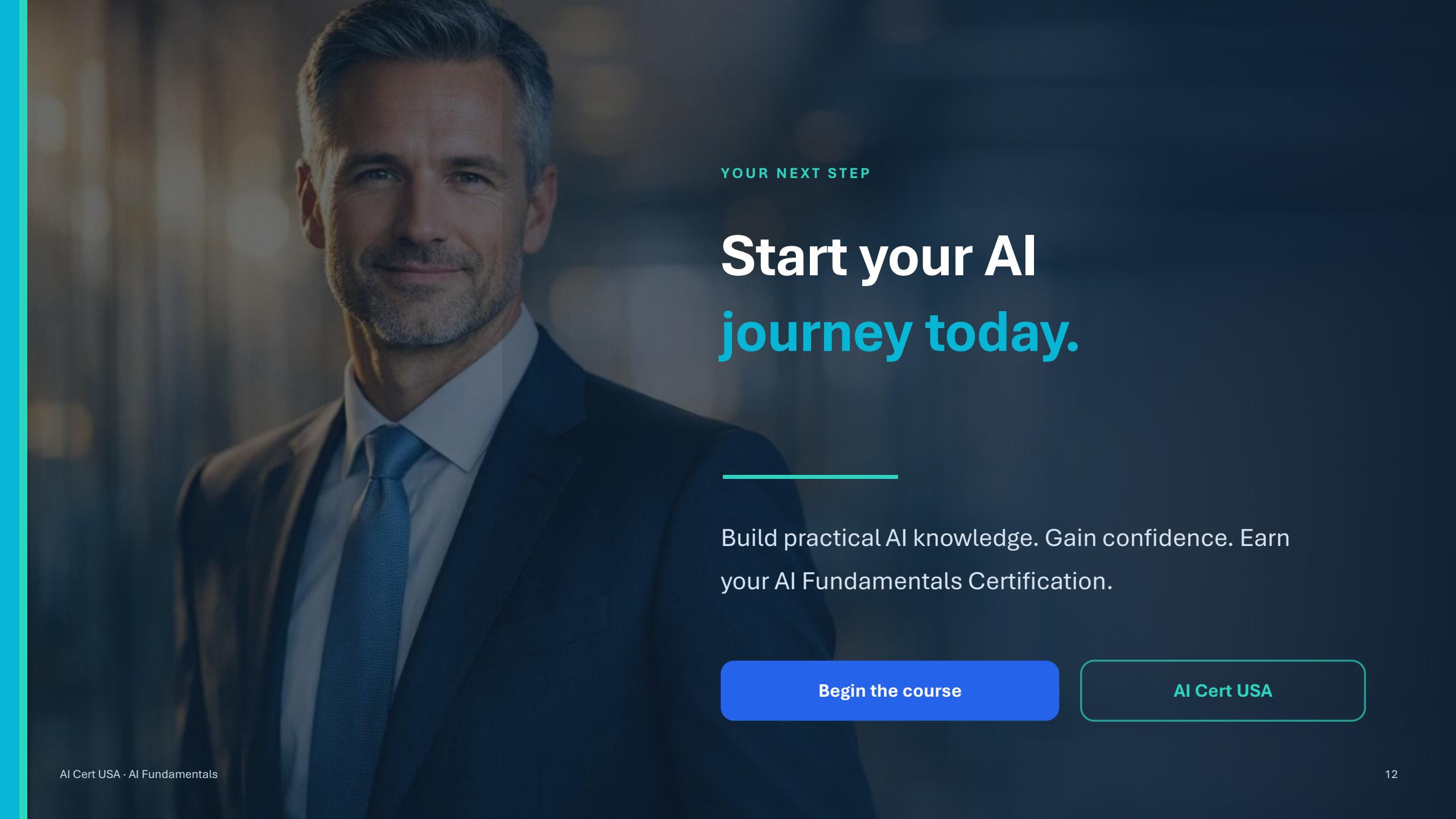
Earn your AI Fundamentals Certification.

A professional-development credential showing you completed the AI Fundamentals learning experience.

Foundational AI knowledge

Workplace readiness

Responsible AI awareness



YOUR NEXT STEP

Start your AI journey today.

Build practical AI knowledge. Gain confidence. Earn
your AI Fundamentals Certification.

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