MORINGA
Discover · Grow · Transform

Generative AI Essentials

Introduction

Generative AI is revolutionising the way we work, create, and make decisions. Organisations that embrace this technology are gaining a significant edge in productivity, creativity, and strategic execution, leaving behind those slow to adapt.

This program empowers you with the skills to stay ahead. You'll learn how to automate repetitive tasks, generate captivating visual and audio content, perform comprehensive data analysis, and build real AI agents to solve business challenges. In today's rapidly evolving digital world, AI fluency isn't just an advantage; it's a necessity.

Who is this program for?

This program is tailored for two key audiences:

For Professionals & Business Teams: Leaders, marketers, managers, and entrepreneurs looking to boost productivity, innovation, and decision-making with generative AI.

For Individual Learners & Creatives: Freelancers, creators, and non-tech professionals ready to apply AI to side projects, creative work, or career development, no prior coding skills needed.

What You Will Achieve (Learning Outcomes)

By the end of the program, you'll be able to:

- Explain how generative AI works (LLMs, Tokens, Prompting, etc.)
- Use AI tools to automate reports and manage knowledge
- Create AI-powered presentations, images, and voiceovers
- Analyse and visualise data using AI
- Build and deploy AI agents and automated workflows
- Apply governance principles to AI use (bias, privacy, copyright)

Tools You will Master

ChatGPT and other specialised AI tools
(Note: A ChatGPT Plus subscription —$20/month—is required; other tools use free/trial versions.)

Why Study At Moringa?

01

Hands-on learning, fast finish in 2 weeks.

02

Live instructor support real-time demos & Q&A, not just videos.

03

Career-ready skills immediately applicable to your current role.

Prerequisites

- A laptop or desktop with a stable internet connection
- Familiarity with digital tools (e.g., Google Workspace, Microsoft Office)
- No prior AI or programming experience required

Program Structure (2 Weeks | 4 Modules)

Module	Focus	Key Tools
Intro to Generative AI	Foundations, AI mindset, prompt engineering and ethical use	ChatGPT
Workplace Productivity	Data analysis, automation, knowledge management, and strategic AI adoption	ChatGPT, NotebookLM
Visual & Audio Creation	Presentations, image and audio generation, and content governance	Gamma.app, Ideogram, ElevenLabs, Suno
AI Agents & Automations	Build and deploy AI agents and workflows using automation tools	ChatGPT, n8n

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