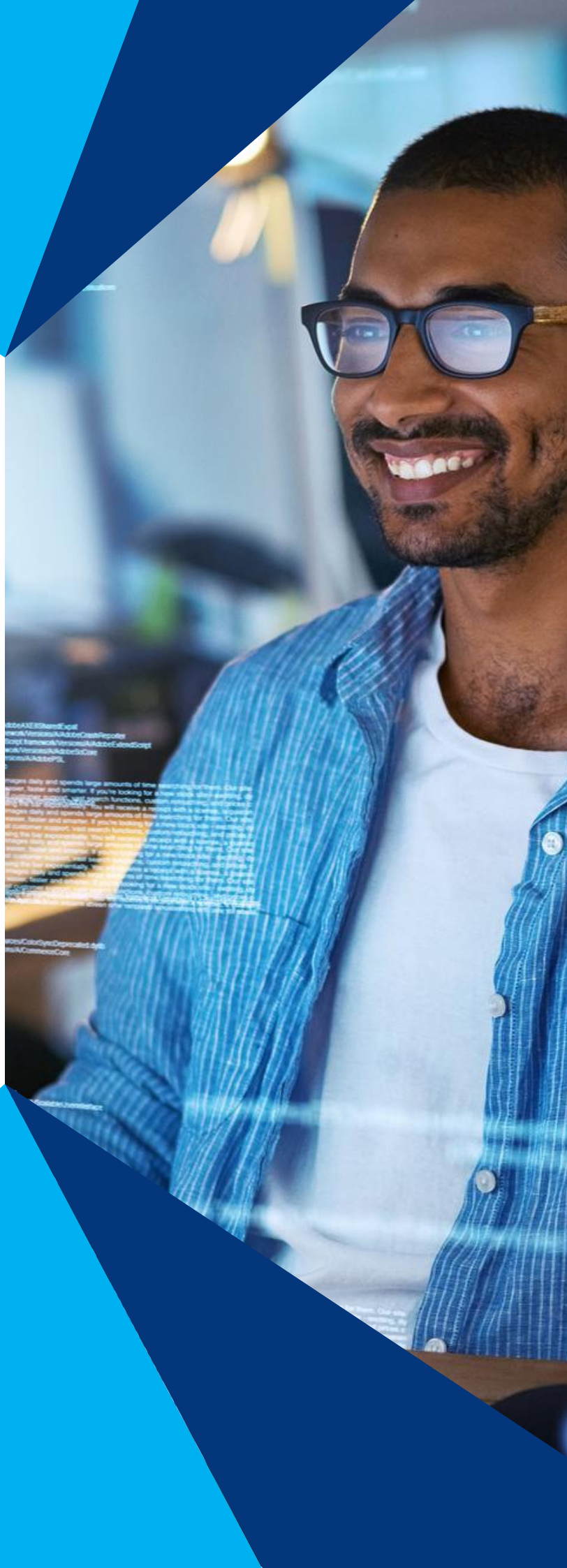
AMERICAN INSTITUTE
OF ARTIFICIAL INTELLIGENCE

CGENAI™ Program

Lead the GenAI profession with credibility



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Certified GenAI (CGENAI™) Professional and Executive Officer Program

The rise of Generative AI is revolutionizing industries, reshaping how we work, and unlocking unprecedented creative potential. The American Institute of Artificial Intelligence's Certified GenAI (CGENAI™) Professional and Executive Officer program empowers you to master this revolutionary technology and become a sought-after expert.

Whether you're an IT professional, a creative professional, a business leader, or looking to gain expertise and recognition in GenAI, CGENAI™ equips you with the cutting-edge skills and the professional standards to harness GenAI's power for innovation, efficiency, and competitive advantage.

Through our rigorous curriculum, you'll delve into advanced prompt engineering techniques, explore real-world applications, and develop the critical thinking skills necessary to navigate the evolving landscape of AI responsibly.

Join us and become a certified pioneer in the AI revolution.

The curriculum has been developed by the American Institute of Artificial Intelligence, a leading institute focused on applied AI, alongside leading industry experts. This allows for CGENAI™ to be a dynamic, evolving, and in-depth program that is still accessible, regardless of what industry you operate in.

Why CGENAI™ is Your Key to AI Success?

Elevate Your Career:

- Stay Ahead of the Curve: In an increasingly AI-driven world, possessing GenAI expertise is no longer a luxury, it's a necessity. CGENAI™ validates your skills and signals to employers that you're at the forefront of technological innovation.
- Unlock New Opportunities: Whether you're seeking a promotion, a career change, or a freelance venture, the CGENAI™ credential opens doors to a wide range of in-demand roles across industries.

Boost Your Skill Set:

Master Advanced Techniques:
Go beyond the basics and learn how to craft precise prompts, learn advanced GenAI concepts, and apply GenAI to complex challenges.

Enhance Productivity:
Streamline workflows, automate repetitive tasks, and discover novel solutions that amplify your efficiency.

Develop Critical Thinking:
Learn to evaluate AI-generated content for accuracy, bias, and ethical considerations, ensuring responsible and effective AI use.

Transform Your Industry:

- Innovate and Disrupt: CGENAI™ empowers you to develop groundbreaking applications, products, and services that leverage the power of generative AI.

- Drive Business Growth: Identify new revenue streams, optimize processes, and deliver personalized experiences that delight customers and outpace competitors.

What is the CGENAI™ Credential?

The Certified GenAI (CGENAI™) credential is your passport to the forefront of the AI revolution. CGENAI™ is a two level professional credential. Passing level one earns you CGENAI™ Professional status. Passing level two earns you CGENAI™ Executive Officer status. Awarded by the American Institute of Artificial Intelligence, it is a comprehensive, industry-recognized certification designed to validate your expertise in Generative AI across multiple dimensions.

Technical Proficiency:

- **Advanced Prompt Engineering:**
  Master the art of crafting precise prompts to elicit desired responses from AI models.

- **Prompt Engineering Management:**
  Learn the advanced skills required to manage GenAI tools and optimize GenAI for specific applications and industries.

- **Responsible AI Practices:**
  Develop a deep understanding of ethical considerations, bias mitigation, legal standards, privacy assurances, and the responsible deployment of AI tools.

Professional Standards and Ethics:

- **Industry Best Practices:**
  Gain knowledge of current standards and guidelines for leveraging GenAI in professional settings.

- **Ethical Considerations:**
  Understand the potential societal impacts of AI and how to navigate complex ethical dilemmas.

- **Data Privacy and Security:**
  Learn to prioritize data protection and maintain compliance with relevant regulations.

Real-World Applications:

- Content Creation: Explore how to utilize GenAI for generating engaging articles, marketing copy, code, and other creative assets.
- Data Analysis and Insights: Discover how to leverage AI to analyze large datasets, uncover hidden patterns, and make informed decisions.
- Automation and Efficiency: Identify opportunities to streamline processes, automate tasks, and optimize workflows with AI tools.

The CGENAI™ Difference:

- Rigorous Curriculum: The CGENAI™ body of knowledge is developed by leading AI experts and covers a wide range of essential topics in generative AI.
- Hands-On Skills and Applications: Develop the skills to apply generative AI in your chosen field, whether it's marketing, content creation, software development, or any other industry.
- Industry Recognition: The CGENAI™ credential is backed by the American Institute of Artificial Intelligence, a trusted authority in the field.

Don't Just Adapt to the Future. Shape It.

The CGENAI™ credential isn't just about gaining knowledge; it's about joining a community of forward-thinking professionals who are actively shaping the AI landscape. With CGENAI™, you will be equipped with the confidence and skills to make significant impact across any domain.

CGENAI™ Program Benefits

Invest in your future with CGENAI™, become a certified expert in generative AI, unlock new career possibilities, and make a lasting impact in the world.

Empower Your Career:

- **Gain a Competitive Edge:** Distinguish yourself in the job market with a recognized credential in the high-demand field of generative AI. Demonstrate your expertise to potential employers and open doors to new career opportunities.
- **Increase Earning Potential:** Studies consistently show that professionals with specialized certifications earn higher salaries. Position yourself for advancement and financial growth with CGENAI™.
- **Future-Proof Your Skills:** Artificial intelligence is transforming industries worldwide. CGENAI™ equips you with the skills to adapt and thrive in this evolving landscape, ensuring your career remains relevant and in demand.

Enhance Your Expertise:

- Master Essential Skills: CGENAI™ provides a comprehensive curriculum covering everything from foundational concepts to advanced techniques in generative AI. Gain a deep understanding of LLMs, prompt engineering, model management, and ethical considerations.
- Develop Practical Expertise: Go beyond theory with hands-on exercises, real-world projects, and practical applications. Build a portfolio showcasing your proficiency in using generative AI tools and technologies.
- Stay Ahead of the Curve: The field of AI is constantly evolving. As a CGENAI™ professional, you'll have access to ongoing resources and updates, ensuring you stay current with the latest advancements and best practices.

Expand Your Network:

- **Connect with Industry Leaders:** Join a community of like-minded professionals, AI experts, and potential collaborators. Share knowledge, exchange ideas, and build valuable relationships within the generative AI field.

- **Access Exclusive Resources:** CGENAI™ credential holders enjoy exclusive access to webinars, workshops, industry events, and career development resources, providing ongoing support for your professional journey.

Make a Positive Impact:

- Apply AI for Good: Learn to leverage generative AI responsibly and ethically. Contribute to solutions that address global challenges, improve efficiency, and enhance creativity across diverse sectors.
- Drive Innovation: Become a catalyst for change in your organization or industry. Use your CGENAI™ expertise to develop innovative products, services, and strategies that harness the power of AI for positive outcomes.

WHO IS CGENAI™ FOR?

CGENAI™ is designed for a wide range of individuals who want to harness the power of generative AI in their professional lives:

PROFESSIONALS ACROSS INDUSTRIES:

Whether you're in marketing, content creation, software development, education, healthcare, finance, or any other field, CGENAI™ equips you with the skills to leverage generative AI tools and technologies for innovation and efficiency.

TECHNOLOGISTS AND DEVELOPERS:

Deepen your understanding of LLMs, prompt engineering, and AI model management to build cutting-edge applications and solutions.

CREATIVES AND CONTENT PRODUCERS:

Enhance your creative process, generate novel ideas, and automate content creation tasks for blogs, articles, social media, and more.

BUSINESS LEADERS AND DECISION MAKERS:

Gain the knowledge to strategically integrate generative AI into your organization, improve decision-making processes, and drive growth.

STUDENTS AND EDUCATORS:

Prepare for the future of work by acquiring in-demand AI skills and explore the potential of generative AI in teaching and learning.

ANYONE CURIOUS ABOUT AI:

If you're fascinated by the possibilities of artificial intelligence and want to develop practical skills in a rapidly growing field, CGENAI™ is your gateway.

CGENAI™ Certifications

The CGENAI™ certification program offers two core credentials designed to cater to professionals across the spectrum of business and technology: the CGENAI™ Professional and the CGENAI™ Executive Officer. Passing Level 1 of the CGENAI™ exam leads you to become a CGENAI™ Professional. Passing Level 2 of the CGENAI™ exam leads you to become a CGENAI™ Executive Officer. Each of these credentials is structured to equip candidates with the necessary skills and knowledge to excel in the rapidly evolving field of Generative AI, catering to both seasoned practitioners and strategic leaders.

CGENAI™ Professional (Level 1)

The CGENAI™ Professional certification is tailored for practitioners who specialize in the operational aspects of GenAI, particularly in prompt engineering. This credential focuses on the creation and application of advanced prompt engineering techniques, empowering professionals to develop innovative solutions that enhance AI functionalities and user interactions. Candidates will learn to:

1. Master the nuances of prompt engineering to optimize and tailor AI responses.
2. Design and implement effective GenAI solutions that solve specific business or technical problems.
3. Enhance AI system performance through sophisticated prompt strategies and modifications.
4. Collaborate with cross-functional teams to integrate GenAI solutions seamlessly into existing systems.

This certification is ideal for professionals aiming to deepen their technical skills in AI application, whether they come from a computer science, IT, business, or social sciences background.

CGENAI™ Executive Officer (Level 2)

The CGENAI™ Executive Officer program is designed for senior professionals who aspire to lead at the intersection of business and technology in the realm of AI. This credential encompasses a broad and demanding curriculum that covers advanced and strategic topics in both AI and GenAI. It prepares leaders to:

1. Understand and leverage the strategic implications of AI technologies across business models and operational frameworks.
2. Drive innovation and transformation initiatives using GenAI, fostering an environment that embraces advanced technological solutions.
3. Develop a comprehensive understanding of both the technical underpinnings and business applications of AI, ensuring balanced decision-making.
4. Lead cross-disciplinary teams in the deployment and management of AI projects, ensuring alignment with strategic business goals.

The Executive Officer program is suited for individuals who hold or aspire to hold strategic positions within their organizations, such as C-level executives, senior managers, or directors, who are responsible for overseeing the integration of AI technologies into large-scale operations and strategies.

CGENAI™ Body of Knowledge and GenAI Integrated Learning

The CGENAI™ Body of Knowledge for the CGENAI™ Exam is delivered exclusively through the American Institute of Artificial Intelligence's online generative AI integrated learning system. The AIAI GenAI Integrated LMS allows for students to test their prompting skills, do exercising, and run simulations with chatbots as they learn and study for their exam. In addition, students gain access to sample test questions and interactive elements to enhance their learning. This approach allows in-depth, applied, and active learning, allowing students to gain hands-on experience.

GenAI Integrated Learning Environment:
Our cutting-edge learning environment is equipped with Pre-Trained Automated Capacitors (PACs), intelligent chatbots designed to guide you through the CGENAI™ Body of Knowledge. These PACs serve as virtual mentors, assistants, and simulations allowing you to refine your prompt engineering skills, delve deeper into complex concepts, and even run simulations to test your knowledge in real-world scenarios.

Sample Questions:
To ensure you're fully prepared for the CGENAI™ certification exam, our LMS provides integrated sample questions. These questions not only familiarize you with the exam format but also reinforce your understanding of key concepts, boosting your confidence and readiness. Interactive Features: We believe in making learning engaging and effective. That's why our LMS incorporates a variety of interactive elements to enhance your learning experience and deepen your comprehension of the material.

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Easy Access:
Your learning journey is just a click away! Our LMS is seamlessly integrated into our website, providing you with convenient access to your course materials anytime, anywhere. Whether you're at home, in the office, or on the go, you can easily continue your studies and stay on track towards earning your CGENAI™ credential.

Explore Career Paths

Understanding GenAI Careers: Value and Opportunities: A career in Generative AI (GenAI) involves utilizing artificial intelligence to generate innovative solutions and enhancements in various domains, ranging from business operations to creative industries.

Professionals in this field combine technical expertise and strategic insight to leverage AI technologies, enhancing efficiency, creativity, and decision-making processes in organizations.

Value to Candidates

For professionals, GenAI offers a dynamic and rapidly evolving career path. It provides the opportunity to be at the forefront of technology innovation, engage with cutting-edge AI applications, and develop a diverse skill set that is highly sought after across industries. This leads to excellent career growth, job security, and the potential for significant contributions to technological advancements.

Value to Employers and the World

Employers benefit from the expertise of GenAI professionals through increased efficiency, reduced costs, and enhanced problem-solving capabilities. GenAI solutions can automate complex processes, uncover insights from data, and drive innovation, giving companies a competitive edge. Broadly, the deployment of GenAI contributes to societal advancements by improving healthcare, enhancing education, boosting economic activities, and more, thereby addressing global challenges effectively.

CGENAI™ Exams Overview

	CGENAI™ Professional (Level 1)	CGENAI™ Executive Officer (Level 2)
Exam Topics	• Professional Standards and Code of Ethics • The AI Revolution and Role of the Prompt Engineer and Manager • Introduction to GenAI and Prompt Engineering Techniques • Prompt Engineering Management • Advanced Prompt Engineering Concepts	• Advanced GenAI Topics • GenAI Strategy • GenAI Organizational Leadership
AIAI Membership Required	Yes	Yes
Body of Knowledge Access	Exclusively through AIAI GenAI Integrated LMS	Exclusively through AIAI GenAI Integrated LMS
Delivery Method	Online	Online
Format	Multiple Choice Exam	Multiple Choice Exam
Number of Questions	120 Questions	TBA
Time Limit	2 Hours per Attempt	TBA

Process for Taking the Exam:

Step 1: Become a Member

By becoming a member you join the GenAI community and access several professional resources.

Step 2: Purchase the Body of Knowledge for the Corresponding Exam

Note:

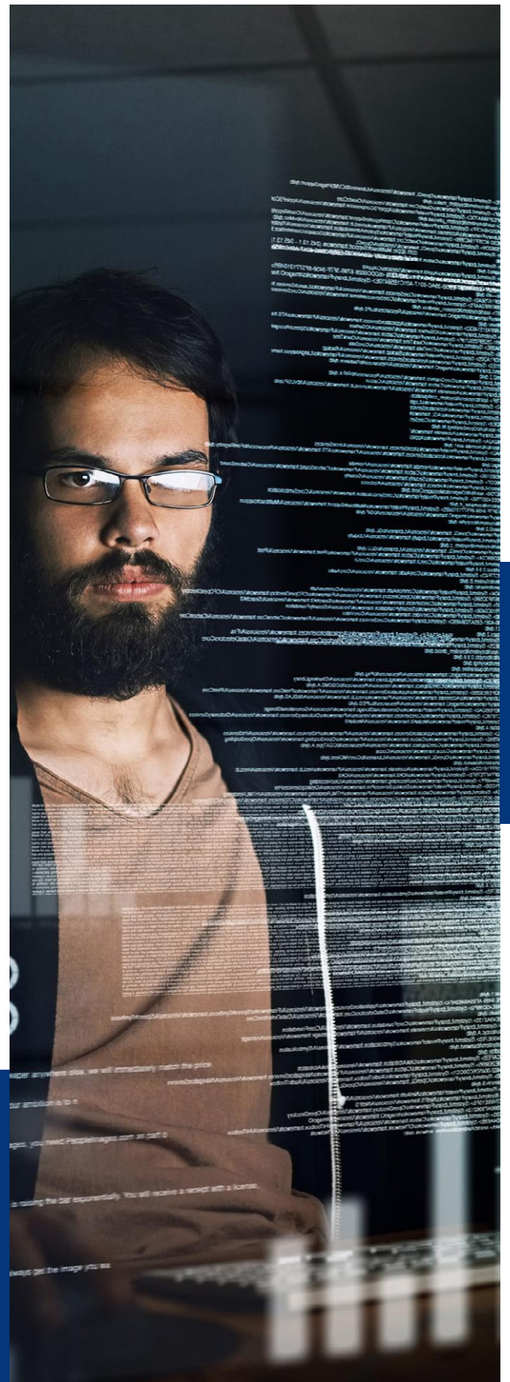
To qualify for Level 2, you must first pass Level 1 Exam. Use the Body of Knowledge to study and prepare for the exam.

Step 3: Register for Exam

Pay the exam fee and register for the exam. The exam is delivered online through the AIAI web portal.

Step 4: Upon passing the exam, apply for the credential

Once approved, you will be CGENAI™ credentialed. Passing the Level 1 CGENAI™ Exam earns you the CGENAI™ Professional credential. Passing the Level 2 CGENAI™ Exam earns you the CGENAI™ Executive Officer credential.



CGENAI™ Program Costs

CGENAI™ Professional (Level 1) Cost

- GenAI Integrated CGENAI™ Level 1 Body of Knowledge: $199 USD per year
- CGENAI™ Level 1 Exam: $499 USD per 2 exam attempts

CGENAI™ Executive Officer (Level 2) Cost

- GenAI Integrated CGENAI™ Level 2 Body of Knowledge: Coming Soon
- CGENAI™ Level 1 Exam: Coming Soon

CGENAI™ Program Curriculum

CGENAI™ Professional (Level 1) Curriculum

PART 1 Professional Standards and Code of Ethics

1 CGENAI™ Code of Ethics
2 CGENAI™ Code of Conduct
3 CGENAI™ Legal & Regulatory Standards
4 CGENAI™ Privacy Protection Standards
5 GenAI and Society

PART 2 The AI Revolution and Role of the Prompt Engineer and Manager

6 Introduction to Prompt Engineering
7 Significance of the AI Revolution
8 What is AI?

PART 3 Introduction to GenAI and Prompt Engineering Techniques

9 Introduction to GenAI
10 Ten Principles of GenAI Engineering and Management
11 What are LLMs?
12 What are chatbots?
13 Prompt Engineering Techniques

PART 4 Prompt Engineering Management

14 Prompt Engineering Management

PART 5 Advanced Prompt Engineering Concepts

15 Advanced Prompt Engineering Topics
16 Intro to Retrieval Augmented Generation
17 Intro to Fine-Tuning

CGENAI™ Executive Officer (Level 2) Curriculum

PART 6 Advanced GenAI Topics

18 Advanced GenAI Topics

PART 7 GenAI Strategy

19 GenAI Strategy

PART 8 GenAI Organizational Leadership

20 GenAI Organizational Leadership

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