



Fee

**50,00 €**

Final exam only

# Course technical sheet

Generative AI: Introduction and Applications – Exam

Course code

**GENAI\_INTRO\_LA**

Test duration

**60 min**

Passing score

**70%**

Issued

**27/05/2026**

## Executive summary

This professional course offers a comprehensive introduction to generative artificial intelligence, covering its theoretical fundamentals and key practical applications. Learners will explore the differences between traditional AI and generative AI, understanding how generative models such as Large Language Models and diffusion models operate, along with prompt engineering techniques to optimize system interactions. Real-world use cases will be studied including text generation, summarization and translation, image creation, and virtual assistant automation. Special emphasis is placed on evaluating output quality, managing risks like hallucinations, and security concerns such as prompt injections. The course also covers crucial topics in data handling, privacy, copyright, and intellectual property. The integration of generative AI into business processes is examined, including workflows, Robotic Process Automation (RPA), and API usage, supported by an overview of popular tools and platforms like ChatGPT and Copilot. The program concludes with an exam designed to assess applied competencies through realistic professional and complex implementation scenarios.

## Certification process

- Registration or login to the Academy platform.
- Completion of the final course examination only. Any training or preparation may be completed externally or through other channels.
- The test questions refer to the objectives, skills and topics described in this technical sheet.
- Assessment of the result, possible validation and certificate issuance according to the rules applicable to the course.

## Important note

On Academy, candidates take only the final course examination. Any training or preparation activity may be delivered externally or through other channels. The test questions refer to the topics described in this technical sheet and in the course syllabus summary.

## Syllabus summary

Generative AI fundamentals + differences between traditional AI and generative AI + generative models (LLMs/Transformers, diffusion) + basic prompt engineering and best practices + use cases: text generation, summarization and translation, Q&A, image generation, assistants and automations + output quality evaluation (hallucinations, verification, qualitative metrics) + data handling and privacy (sensitive data, policies) + copyright and intellectual property + security and risk (prompt injection, data leakage) + business process integration (workflows, RPA, APIs) + overview of tools and platforms (e.g., ChatGPT, Copilot, image generation tools)

### Certification Bodies Management systems

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### Course technical sheet

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**Learning Objectives**

- Understand the fundamentals of generative AI and differences from traditional AI
- Learn how generative models like LLMs and diffusion models work
- Develop foundational prompt engineering skills and best practices
- Analyze use cases including text, image generation, summarization, translation, and automation
- Evaluate output quality and mitigate risks such as hallucinations and security vulnerabilities
- Manage regulatory and governance aspects related to sensitive data, privacy, and intellectual property
- Integrate generative AI in business processes with workflows, RPA, and APIs

**Skills Acquired**

- Technical knowledge of generative models and their operation
- Ability to design and optimize effective prompts
- Understanding of risks and best practices in security and governance
- Practical application of generative AI in real and business contexts
- Critical evaluation of generated outputs and quality management

**Target Audience**

- ICT professionals, data analysts, developers
- Innovation managers and leaders
- Consultants and digital trainers

**Prerequisites**

- Basic knowledge of artificial intelligence and machine learning suggested
- Familiarity with digital business processes

**Program**

- Fundamentals of generative AI and comparison with traditional AI
- Generative models: LLM, Transformer, Diffusion
- Prompt engineering: techniques and best practices
- Use cases: text, images, translation, automation
- Output quality evaluation, risk management, and security
- Privacy, copyright, and intellectual property
- Business process integration and tools overview

**Teaching Methodology**

- Theoretical lessons and case studies

- Practical exercises and analysis of real scenarios
- Critical discussion and comparison

**Assessment Method**

- Final exam with open questions and applied scenarios
- Passing threshold: 70%

**Duration**

- 60 minutes

**Certification**

- Certificate upon exam passing (fee: €50)

**Expected Outcomes**

- Ability to apply generative AI in professional environments
- Awareness of risks and control methods
- Preparedness for complex implementation scenarios