
Generative AI Essentials



Introduction

Generative AI is transforming how professionals work, communicate, research, and solve problems. From writing and data analysis to presentations and decision-making, AI is becoming an essential workplace skill. The organisations and individuals who embrace it are working faster, making better decisions, and staying ahead in an increasingly AI-powered world.

The Generative AI Essentials Course equips you with practical, workplace-ready skills to confidently use AI in your day-to-day work. Through hands-on exercises and real-world scenarios, you'll learn how to write better prompts, analyse documents and data, create presentations and visuals, automate repetitive tasks, build personal AI agents, and use AI responsibly.

You'll work primarily with Claude Pro while also exploring ChatGPT, Google Gemini, Microsoft Copilot, Kimi, and NotebookLM to understand where each platform excels and how to adapt as AI technologies continue to evolve.

Why Learn Generative AI?

AI is no longer a future technology. It has become an essential workplace skill. Whether you're writing reports, analysing data, creating presentations, managing projects, or conducting research, generative AI helps you work faster, improve quality, and focus on higher-value work. This course equips you with practical skills you can apply immediately and adapt as AI technology continues to evolve.

Who is this program for?

This program is tailored for two key audiences:

- **For Professionals & Business Teams:** Business leaders, managers, marketers, entrepreneurs, consultants, HR professionals, and knowledge workers looking to increase productivity, improve decision-making, and integrate AI into everyday workflows.
- **For Individual Learners & Creatives:** Professionals funding their own learning, freelancers, creators, career changers, and AI enthusiasts who want practical AI skills for personal projects, side hustles, or career growth without needing a technical background.

Learning Outcomes

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

- Understand the fundamentals of generative AI and how it creates value across different industries and business functions.
- Write effective prompts that produce accurate, high-quality AI outputs.
- Use AI to analyse documents, generate reports, summarise information, and improve written content.
- Organise work, automate routine tasks, and build personal AI agents.
- Conduct research and synthesise information using AI-powered knowledge management tools.
- Create professional presentations and AI-generated visuals.
- Analyse spreadsheets and business data to generate insights faster.
- Apply responsible AI practices using internationally recognised ethical principles.
- Confidently adapt to new AI tools as technology evolves.

Tools You'll Use

Hands-on learning is built primarily around Claude Pro, the recommended AI assistant for the course. You'll also gain exposure to:



(Note: A paid Claude Pro subscription (about \$20/month) is required; other tools are explored using free versions for awareness and comparison.)

Why Study At Moringa?

01

Practical, hands-on learning through live demonstrations and real workplace scenarios.

02

Complete the programme in just two weeks with flexible online learning.

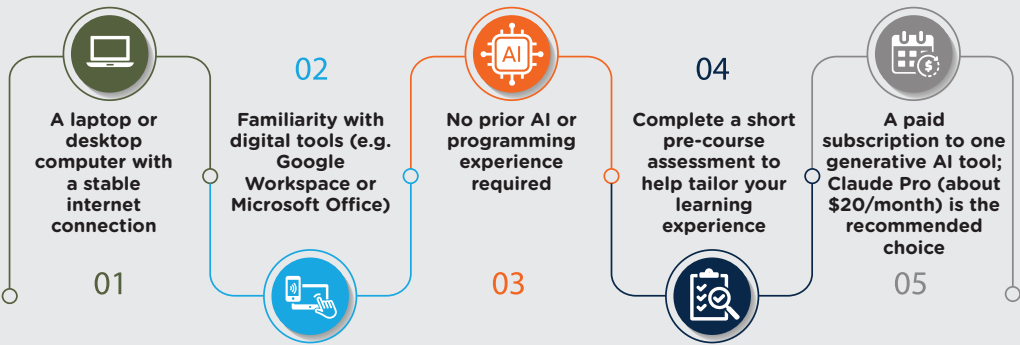
03

Learn from experienced instructors through interactive workshops and recorded sessions.

04

Gain career ready AI skills you can apply immediately at work or in your business.

Prerequisites



Program Structure (2 Weeks | 4 Modules)

Module	Focus	Key Tools
1. Intro to Generative AI	AI fundamentals, prompt engineering, responsible AI, evaluating outputs	Claude Pro, ChatGPT, Gemini, Microsoft Copilot, Kimi
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2. Boosting Workplace Productivity	Document analysis, writing, projects, scheduling, workplace productivity, personal AI agents	Claude Pro
3. Research, Presentations, and Visuals	Knowledge management, research, presentations, AI visuals, source attribution	Claude Pro, ChatGPT, NotebookLM
4. AI-Powered Data Analysis	Spreadsheet analysis, reporting, dashboards, AI-powered analysis and reusable workflows	Claude Pro



FAQ

asked
frequently
questions

1

What tools and subscriptions are required?

You'll need one paid generative AI subscription for the hands-on exercises. Claude Pro is the recommended platform used throughout the course. You'll also explore ChatGPT, Google Gemini, Microsoft Copilot, Kimi, and NotebookLM for awareness and comparison, using free versions where appropriate. The course prioritises transferable fundamentals so your skills carry across platforms as tools evolve.

2

How is this program delivered?

100% remote, part-time. Live classes happen on Tuesdays & Thursdays from 6:00 PM to 8:30 PM EAT. All sessions are recorded, and key concepts are also provided as pre-recorded videos so you can review material anytime.

3

Do I need a background in AI?

Not at all! The program is beginner-friendly and designed to help you build practical AI skills quickly.

Contact Details



General Inquiries:

+254 711 082 146

Corporate Inquiries:

+254 738 368 319

WhatsApp Inquiries:

+254 712 293 878



General Inquiries

contact@moringaschool.com

Corporate Inquiries:

corporate@moringaschool.com

Admissions Inquiries:

admissions@moringaschool.com



Ngong Lane, Ngong Lane Plaza, 1st Floor, Nairobi Kenya

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[@moringaschool](#)



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