



AMERICAN
UNIVERSITY OF BEIRUT
MAROUN SEMAAN FACULTY OF
ENGINEERING & ARCHITECTURE

In partnership with



AI STARTER KIT

Online Professional Certificate



ABOUT THE PROGRAM

Ready to step into the age of AI without getting lost in complex code? **The AI Starter Kit** is your launchpad! This online professional certificate was born from a clear need: **empowering all professionals and youth to confidently harness AI's power**. Combining **AUB's** academic excellence and **ZAKA's** industry-driven AI expertise, we've crafted an 8-week, hands-on journey that cuts through the jargon.

You'll master practical tools for:

- Automating tasks
- Creating captivating content
- Analyzing data
- Optimizing daily workflow

All while navigating the crucial **ethical considerations of AI**.

Forget endless lectures; this program is about **real-world application**, featuring localized content and insights **into both English and Arabic Large Language Models (LLMs)** to make AI truly relevant to your region and your work. Get ready to **transform your productivity and confidently navigate the AI landscape**.

Thinking about AI but worried it's too technical?

Not anymore! This program is **for total beginners**, welcoming you into the world of AI with open arms. No excuses, just real skills to boost your productivity and thrive in today's AI-driven world.

WHO CAN APPLY



The AI Starter Kit program is open to anyone interested in learning how to use AI tools effectively.

The only requirement is English language proficiency. If you're ready to boost your productivity and embrace the power of AI, this program is for you!

UNIQUE BENEFITS



Earn a highly respected certificate through **AUB's academic excellence** and **ZAKA's industry expertise**.



Dive into AI with localized examples and insights into **both English and Arabic Large Language Models (LLMs)**, making it directly relevant to your region.



Get hands-on with **AI tools for real-world tasks**, gaining immediate confidence and applicability in your work.



Fit learning into your busy life with our **structured 8-week online program**, designed for maximum flexibility.



Develop your AI capabilities with a program designed to be both **impactful and financially accessible**.



Build a crucial understanding of **responsible AI use**, including **data privacy and bias awareness**, for safe and effective application.



Program Website



aistarterkit@aub.edu.lb



COURSE PATH

Week 1 Getting Started with Artificial Intelligence

Week 2 Generative AI and Large Language Models

Week 3 AI-Powered Insight and Action

Week 4 Workflow Optimization and Task Automation

Week 5 Creating Visual, Audio, and Video Content with AI

Week 6 Enhancing Digital Productivity through AI

Week 7 AI-Enhanced Reporting and Visualization

Week 8 Responsible and Ethical Use of AI in the Workplace



Upon successful completion, you will receive a professional certificate issued by MSFEA.

CURRICULUM & DELIVERY FORMAT



Average 5 to 6 hours per week



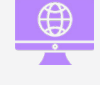
Online self-paced modules



Live online hands-on sessions



8 modules completed in 8 weeks



Real-world applications



Personalized pace with regular deadlines

LEARNING EXPECTATIONS

Grasp AI Fundamentals
Gain a solid understanding of what is Artificial Intelligence (AI).

Focus on Arabic and English AI
Gain exposure to current English and Arabic LLMs, and apply best practices for prompting and content generation.

Analyze Data with AI
Use AI to interpret data, spot trends, create visual summaries, and generate smart reports and dashboards.

Automate Tasks (No Code!)
Design and build simple AI-powered workflows to automate repetitive tasks, no coding needed.

Explore Generative AI & LLMs
Delve into the specifics of generative AI and Large Language Models (LLMs) understanding its principles and applications.

Master AI Prompting
Craft effective prompts to get the best outputs from AI tools.

Create AI Multimedia
Generate images, audio, and video content with AI.

Use AI Responsibly
Understand and apply ethical AI practices, recognizing bias, privacy, and cultural nuances.

PRACTICAL AI
REAL WORLD IMPACT

APPLY NOW

