

Start the pathway with the full map.

28 PAGES

The full syllabus, the exam blueprint and the complete Learn-by-Doing list — plus a 90-day roadmap and real career-switch examples. The single map that takes you from beginner to certified.

01 90-day roadmap

02 Beginner-to-certified syllabus

03 Career-switch examples

04 Exam blueprint & weightings

05 Complete Learn-by-Doing list

06 Skills & outcomes map

Issued by the Global Skill Development Council — companion to the Artificial Intelligence Pathway certification program.

ORIENTATION

How to use this map

This is a route, not a reading list. It follows the exact arc of the certification: see the whole journey, walk it stage by stage on a 90-day plan, study the syllabus, learn by doing, and finish certified. Keep it open as your weekly checkpoint.

What is inside

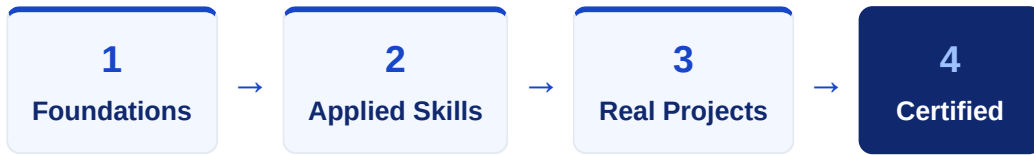
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Read it once, then revisit weekly. Skim the whole map first so you know where you are headed. After that, the 90-day roadmap becomes your week-by-week checklist.

SECTION A

The Pathway at a Glance

Four stages take you from zero to a recognized credential. Each builds on the last — no stage is skippable, and none assumes prior AI experience.



Stage 1 — Foundations

1

The vocabulary and core concepts of AI, for a complete beginner.

Stage 2 — Applied Skills

2

Hands-on with the tools and techniques used in real work.

Stage 3 — Real Projects

3

Portfolio deliverables that prove you can apply the skills.

Stage 4 — Certified

4

The exam, the credential, and the shareable badge.

Start anywhere on readiness, not ego. Take the quick self-check on the next page; it tells you where on the path to begin.

SECTION A

Where Should You Start?

A 60-second self-check. Be honest — the path works only if you begin at the right stage.

| If this sounds like you... | Start at |
|---|-----------|
| "I have never used an AI tool seriously." | Stage 1 |
| "I use AI tools but can't explain how they work." | Stage 1–2 |
| "I am comfortable with the concepts and want to build." | Stage 2 |
| "I have built things; I need proof and a credential." | Stage 3–4 |

No shame in Stage 1. Most successful career-switchers start at the very beginning. The pathway is designed for exactly that.

RELATED CERTIFICATION

This roadmap is the on-ramp to the AI Pathway certification

50% OFF

Every stage in this map is taught, assessed and credentialed inside the program.

[Explore the Pathway >](#)

SECTION A

Who This Pathway Is For

The route is built for people moving toward AI from somewhere else — not for those who are already there.

The complete beginner

No technical background. Wants a structured, non-intimidating on-ramp.

The career switcher

Coming from marketing, ops, finance, teaching — wants to pivot into AI work.

The upskiller

Already in tech or data; adding AI fluency to stay current and competitive.

The manager

Needs to lead AI-touched teams and speak the language credibly.

The returner

Re-entering the workforce and choosing a high-growth field to re-skill into.

The student

Building a credential and a portfolio before the first AI-adjacent role.

One map, many starting points. Wherever you begin, the destination is the same: a recognized certification and a portfolio to show for it.

SECTION B

Stage 1 — Foundations

GOAL Build the vocabulary and mental models of AI so nothing later feels like jargon.

LEARN What AI is and isn't, the main types, how models learn, and where AI is used today.

DO Explain three AI concepts in plain language; classify five real systems you use.

DONE You can hold an informed conversation about AI without bluffing.

STAGE 1 CHECKPOINTS

- Define AI, ML, deep learning, generative AI
- Tell narrow AI from general AI
- Describe how a model is trained, in one paragraph
- Name 5 everyday products powered by AI

Foundations are not optional. Skipping the vocabulary is the single biggest reason beginners stall in Stage 2.

SECTION B

Stage 2 — Applied Skills

GOAL

Get hands-on with the tools and techniques used in day-to-day AI work.

LEARN

Prompting, working with AI assistants, basic data handling, and evaluating outputs.

DO

Complete guided exercises; produce real outputs and judge their quality.

DONE

You can use AI tools to finish a real task end to end, and spot when they are wrong.

STAGE 2 CHECKPOINTS

- Write effective, structured prompts
- Use an AI assistant for a real work task
- Prepare and sanity-check a small dataset
- Critique an AI output against requirements

Skills come from reps. This stage is deliberately hands-on. Reading about prompting is not the same as doing it ten times.

SECTION B

Stage 3 — Real Projects

GOAL

Turn skills into evidence — portfolio pieces an employer can actually see.

LEARN

How to scope, build, document and present an AI project that solves a real problem.

DO

Ship two to three projects drawn from the Learn-by-Doing list.

DONE

You have a portfolio that demonstrates applied ability, not just course completion.

STAGE 3 CHECKPOINTS

- Scope a project around a real problem
- Build it using Stage-2 skills
- Document decisions, limits and results
- Present it clearly to a non-expert

Projects beat certificates alone. The credential opens the door; the portfolio is what gets you through it.

LIMITED-TIME OFFER

LIMITED
TIME

Turn the 90-day plan into a recognized credential

A globally recognized AI certification — enrollment open for a limited window.

[Claim Your Seat >](#)

SECTION B

Stage 4 — Certified

GOAL

Convert everything you have learned and built into a recognized credential.

LEARN

The exam blueprint, the format, and how to revise to the weightings.

DO

Sit a practice run, close your weak domains, then take the exam.

DONE

You hold the certificate and a shareable badge — and can back it with a portfolio.

STAGE 4 CHECKPOINTS

- Review the blueprint and weightings
- Complete a full practice exam
- Close the lowest-scoring domains
- Pass and publish your badge

Certify at the end, not the start. The exam is designed to confirm skills you have already built — not to be crammed cold.

TEAR-OUT

The Four Stages — Reference Card

The whole journey on one page. Track which stage you are in and what "done" looks like.

| Stage | You are building... | Done when... |
|------------------|-----------------------|--------------------------------|
| 1 Foundations | Vocabulary & concepts | you can explain AI clearly |
| 2 Applied Skills | Tool fluency | you finish a real task with AI |
| 3 Real Projects | A portfolio | you have shippable projects |
| 4 Certified | The credential | you pass and publish the badge |

The rule that ties it together

THE PATHWAY RULE

Understand it (S1) -> Use it (S2) ->
Prove it (S3) -> Certify it (S4)

Never certify a skill you have not yet used.

SECTION C

The 90-Day Roadmap

A realistic plan at roughly 5–7 hours a week. Three months, four stages, one credential. Adjust the pace, keep the order.



| Month | Focus | Stage |
|---------|--------------------------------|-------------|
| Month 1 | Foundations & first tools | Stage 1 → 2 |
| Month 2 | Applied skills & first project | Stage 2 → 3 |
| Month 3 | Projects, revision & exam | Stage 3 → 4 |

Consistency beats intensity. Five focused hours every week will get you there; an occasional heroic weekend will not.

90-DAY ROADMAP

Month 1 — Days 1 to 30

Lay the foundation and touch your first tools. The goal this month is fluency in the language of AI.

WEEK 1

Orientation

Read the Pathway map. Take the self-check. Set your weekly study slot.

WEEK 2

Core concepts

AI vs ML vs deep learning vs generative AI. How models learn from data.

WEEK 3

The AI landscape

Types of AI and where they show up in products you already use.

WEEK 4

First tools

Open an AI assistant. Run your first guided prompts. Note what works.

End-of-month check. You can explain four core AI terms plainly and have used an AI tool for a small real task.

HALF-PRICE ENROLLMENT

50% OFF

Walk the beginner-to-certified path with guided support

Move from this map to mentored, graded milestones that end in certification.

[Get Certified >](#)

90-DAY ROADMAP

Month 2 — Days 31 to 60

Build real skill and start your first portfolio project. The goal is doing, not just knowing.

WEEK 5

Prompting well

Structured prompts, constraints, examples and output formats.

WEEK 6

Working with data

Prepare, clean and sanity-check a small dataset for a task.

WEEK 7

Evaluating outputs

Judge AI results against requirements; catch errors and bias.

WEEK 8

Project kickoff

Pick a problem from the Learn-by-Doing list and scope project one.

End-of-month check. You can complete a real task end-to-end with AI and have one project underway.

90-DAY ROADMAP

Month 3 — Days 61 to 90

Finish your projects, revise to the blueprint, and certify. The goal is the credential in hand.

WEEK 9

Build & document

Complete project one; write up decisions, limits and results.

WEEK 10

Second project

Ship a second portfolio piece to round out your evidence.

WEEK 11

Revise to the blueprint

Study by exam weighting; drill your weakest domains.

WEEK 12

Practice & exam

Sit a full practice run, close the gaps, then take the exam.

End-of-month check. You pass the exam, publish your badge, and have a portfolio that backs it up.

SECTION C

Staying on Track

The roadmap only works if you keep moving. These are the habits that separate finishers from starters.

Fixed weekly slot

Same time each week. A protected slot beats motivation every time.

One milestone a week

Aim for a single, visible win per week — not vague "study".

Learn out loud

Explain each concept to someone. Teaching exposes the gaps.

Build early

Start a project before you feel ready; building teaches faster than reading.

Track progress

Tick the checkpoints. Seeing the path fill in keeps momentum.

Ask for help

Use mentors and community when stuck — do not grind alone for days.

Falling behind is normal. If a week slips, do not restart — just pick up at the next milestone. The order matters more than the dates.

SECTION D

Beginner-to-Certified Syllabus

What the Artificial Intelligence Pathway program covers, module by module — mapped to the four stages so you always know where you are.

| Module | Focus | Stage |
|------------------------|--|-------|
| M1 · AI Essentials | What AI is, key terms, everyday uses. | 1 |
| M2 · How AI Learns | Data, training, models and their limits. | 1 |
| M3 · Generative AI | LLMs, assistants and what they can do. | 1–2 |
| M4 · Prompting & Tools | Effective prompting and AI tool fluency. | 2 |

Built for zero background. Modules 1–2 assume nothing. If a term is used, it has already been defined.

48
HOURS
ONLY

OFFER VALID 48 HOURS

Your enrollment discount expires in 48 hours

Lock in the Artificial Intelligence Pathway program before the window closes.

[Secure My Spot >](#)

SECTION D

Syllabus — continued

| Module | Focus | Stage |
|------------------------|---|-------|
| M5 · Working with Data | Preparing and checking data for AI tasks. | 2 |
| M6 · Evaluating AI | Judging quality, spotting error and bias. | 2 |
| M7 · Applied Projects | Scoping, building and documenting projects. | 3 |
| M8 · Responsible Use | Ethics, privacy and human oversight basics. | 3 |
| M9 · Exam Readiness | Blueprint review and practice. | 4 |

How modules map to stages

MODULE -> STAGE MAP

Stage 1: M1 M2 (M3)

Stage 2: M3 M4 M5 M6

Stage 3: M7 M8

Stage 4: M9 + exam

SECTION D

Syllabus — Skills & Outcomes

What each module proves you can do — phrased for your résumé and a hiring manager.

| Module | You can demonstrate... |
|--------|--|
| M1–M2 | Explaining AI clearly and describing how models learn. |
| M3–M4 | Using generative AI tools and writing effective prompts. |
| M5–M6 | Preparing data and critically evaluating AI outputs. |
| M7 | Scoping, building and documenting a real AI project. |
| M8 | Applying responsible-use and oversight basics. |
| M9 | Meeting the exam standard across all domains. |

Portfolio-ready. Every row is a line you can defend in an interview and a deliverable you actually built.

SECTION D

What You Need to Begin

The barrier to entry is deliberately low. If you can use a web browser, you can start.

No coding required

The pathway is concept- and tool-first. No programming background is assumed.

A computer & internet

Access to a browser and an AI assistant is enough to do every exercise.

~5–7 hours a week

The 90-day plan is built around a part-time, working-adult schedule.

Curiosity & consistency

The only real prerequisites. Everything technical is taught from scratch.

If you have doubts, start at Stage 1. The foundations module is built precisely for people who feel they are starting from nothing.

SECTION E

The Exam Blueprint

How the certification exam is weighted, so you study to the test instead of guessing at it.

| Domain | Weight | What it tests |
|----------------------------|--------|---------------------------------|
| AI Essentials | 20% | Terms, types, everyday uses |
| How AI Learns | 15% | Data, training, model limits |
| Generative AI & Tools | 25% | Prompting, assistants, fluency |
| Data & Evaluation | 20% | Prep, quality, bias and error |
| Projects & Responsible Use | 20% | Applied work, ethics, oversight |

Where to spend your time. Generative AI, tools and evaluation are nearly half the exam — weight your revision there.

RELATED CERTIFICATION

50% OFF

Practise every stage in the Learn-by-Doing labs

Each milestone on this roadmap maps to a hands-on, assessed exercise in the program.

[Start the Labs >](#)

SECTION E

Exam Format & Preparation

Format at a glance

| Item | Detail |
|--------|--|
| Style | Multiple-choice and scenario questions |
| Basis | The nine syllabus modules, by blueprint weight |
| Mode | Online, remotely accessible |
| Result | Digital certificate and shareable badge on passing |

A four-step prep plan

- ✓ Finish the syllabus modules in stage order.
- ✓ Complete at least two Learn-by-Doing projects.
- ✓ Drill the high-weight domains: generative AI, tools, evaluation.
- ✓ Sit a full practice run, then close your weakest domain.

Study to the blueprint. Let the weightings, not your comfort zone, decide where your revision hours go.

SECTION F

The Learn-by-Doing List

The pathway is applied. These are the deliverables you build — each maps to a stage and a module.

1. AI concept explainer

Explain three AI concepts in plain language.

2. System classification

Classify five products you use by AI type.

3. Prompt library

Build a set of reusable, structured prompts.

4. AI-assisted task

Finish a real work task end-to-end with AI.

5. Mini dataset review

Prepare and sanity-check a small dataset.

6. Output evaluation

Critique an AI output against requirements.

7. Capstone project

Scope, build and document a real solution.

8. Project presentation

Present your work clearly to a non-expert.

SECTION F

Learn-by-Doing — How It Works

Each deliverable follows the same rhythm, so practice compounds across the pathway.

Brief

A real-world scenario sets the goal and the constraints.

Build

You produce the artefact using the skills from that stage.

Review

It is checked against a rubric mapped to the syllabus.

Refine

Feedback drives one improvement pass before sign-off.

Reuse

The artefact joins your professional portfolio.

Relate

Each piece links to the next, building one coherent body of work.

Evidence, not just answers. You leave with a portfolio you can show an employer — proof you can apply AI, not just pass a test.

SECTION G

Career-Switch Examples

Illustrative journeys showing how people from non-AI backgrounds use the pathway to pivot. These are representative routes, not guarantees.

A

Marketer → AI Content Specialist

Starts at Stage 1, leans into prompting and evaluation, and builds a content-automation capstone. Uses the credential to move into an AI-focused content role.

B

Operations analyst → AI Workflow Lead

Already comfortable with data; starts at Stage 2, builds a process-automation project, and certifies to lead AI-enabled workflow projects.

C

Teacher → AI Learning Designer

Begins at Stage 1, focuses on responsible use and clear explanation, and builds AI-assisted learning materials as the portfolio capstone.

LIMITED-TIME OFFER

**ENDS
SOON**

A career switch into AI is a certified move

Validate the skills behind every career-switch example with an industry credential.

Get Certified ›

SECTION G

Career-Switch Examples — cont.

D

Finance professional → AI Insights Analyst

Starts at Stage 2 with data and evaluation, builds a reporting-assistant project, and certifies to move into an AI-supported analysis role.

E

Customer-support lead → AI Support Strategist

Begins at Stage 1, masters assistants and prompting, and ships an AI support-triage project before certifying.

F

Recent graduate → AI Associate

No work history in AI; walks the full pathway from Stage 1, builds two projects, and uses the credential plus portfolio to land a first AI-adjacent role.

Different starts, same map. Each person enters at a different stage, but all follow the same four-stage route to a credential and a portfolio.

SECTION G

What the Credential Changes

A certification is not the finish line — it is the thing that opens the next set of doors.

A signal to employers

A recognized credential helps your résumé clear the first screen.

A portfolio to back it

Projects turn the credential from a claim into demonstrated ability.

A shared vocabulary

You can speak about AI credibly with technical and non-technical teams.

A foundation to grow

The pathway is a base for deeper, specialised AI certifications later.

Credential + portfolio + language. It is the combination, not any one piece, that makes a career switch stick.

SECTION H

Your Path, On One Page

Four stages. Ninety days. Nine modules. One credential.

| | |
|--------------------|--|
| Stage 1 | Foundations — understand AI |
| Stage 2 | Applied skills — use the tools |
| Stage 3 | Real projects — build a portfolio |
| Stage 4 | Certified — pass and publish the badge |
| 90-day plan | Month 1 foundations · Month 2 skills · Month 3 projects + exam |
| Proof | A credential and a portfolio, together |

HALF-PRICE ENROLLMENT

HALF
PRICE

Pass the exam this roadmap was built to
prepare you for

The official syllabus and blueprint — backed by the certification,
now at half price.

Join the Pathway ›

FROM BEGINNER TO CERTIFIED

Start the pathway today

You have the full map. The only step left is the first one.

- ✓ Take the self-check and find your starting stage.
- ✓ Block a weekly study slot for the next 90 days.
- ✓ Begin Month 1 — foundations and your first tools.
- ✓ Enroll in the pathway to get mentored milestones and the exam.

A map is only useful once you start walking. Everything in this guide is built to carry you from your first day to a recognized credential.

48
HOURS
LEFT

OFFER VALID 48 HOURS

Last call: start the pathway and finish it certified

The 48-hour enrollment window is closing. Begin your AI Pathway certification today.

[Enroll Now >](#)