

CERTIFIED ARTIFICIAL INTELLIGENCE FOUNDATION · FIELD GUIDE

Build your AI foundation, on paper and in practice.

28 PAGES

The full 12-module official syllabus, every Learn-by-Doing activity, and the exam blueprint — backed by a 7-day money-back guarantee. A beginner-friendly, globally recognized path to a certified AI foundation.

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Issued by the Global Skill Development Council — the Certified Artificial Intelligence Foundation (CAIF) program companion.

ORIENTATION

How to use this guide

This is the complete map of the Certified AI Foundation. It is built on one idea: every module is learned twice — once *on paper* as a concept, and once *in practice* as a hands-on activity. Read it to see exactly what you will know and be able to do.

What is inside

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How to read each module

ON PAPER The concept you learn and are examined on.

IN PRACTICE The activity you complete to prove it.

SECTION A

The Foundation, At a Glance

Twelve modules, grouped into four parts, take a complete beginner to a certified AI foundation. No prior technical background is assumed.

| Part | Modules | What you build |
|---------------|---------|--------------------------------------|
| I. Understand | M1–M3 | The language and landscape of AI |
| II. Use | M4–M7 | Hands-on fluency with tools and data |
| III. Apply | M8–M10 | Automation, ethics and real projects |
| IV. Advance | M11–M12 | Strategy, careers and the capstone |

The principle behind the program

ON PAPER + IN PRACTICE

Each module = one concept + one activity

ON PAPER -> you can explain it (exam)

IN PRACTICE -> you can do it (portfolio)

Knowledge you cannot apply is only half a foundation.

Built for beginners. If a term appears, it has already been defined. The program assumes no coding and no prior AI experience.

SECTION A

Who This Foundation Is For

A beginner-friendly credential for anyone who needs a genuine, recognized grounding in AI.

The complete beginner

No technical background — a structured, non-intimidating start.

The professional

Adding AI fluency to an existing role to stay current.

The career switcher

Building the foundation before a move into AI work.

The manager

Leading AI-touched teams and speaking the language credibly.

The student

Earning a recognized credential early, alongside studies.

The curious

Turning scattered AI knowledge into a solid, examined base.

One foundation, many starting points. Wherever you begin, the destination is the same: a globally recognized certificate plus a portfolio of work you actually did.

RELATED CERTIFICATION

50% OFF

This syllabus is the Certified AI Foundation program

Everything in this guide is taught, assessed and credentialed inside CAIF — now half price.

[Explore CAIF >](#)

12-MODULE SYLLABUS

Part I — Understand

Modules 1–3 build the vocabulary and mental models everything else rests on.

M1 What AI Really Is

ON PAPER

Definitions that stick: AI, machine learning, deep learning and generative AI, and how they relate. Myths versus reality, and where AI shows up in everyday life.

IN PRACTICE

Write a plain-language explainer of three AI concepts for a non-technical friend.

M2 Types of AI

ON PAPER

How AI is classified — by capability (narrow, general, super), by function, and by autonomy. Why classification drives every later decision.

IN PRACTICE

Classify five products you use across the capability, function and autonomy axes.

12-MODULE SYLLABUS

Part I — Understand

M3 How AI Learns

ON PAPER

Data, training and models in plain terms: how a system learns patterns from examples, what a model is, and why data quality decides everything.

IN PRACTICE

Trace, in one page, how a familiar AI feature was likely trained — data in, behaviour out.

Part I check

AFTER PART I YOU CAN...

- Define the core AI terms without bluffing
- Classify any system across three axes
- Explain how a model learns from data

This is the half most people skip. Skipping the fundamentals is the top reason beginners stall later. Part I makes the rest of the program easy.

12-MODULE SYLLABUS

Part II — Use

Modules 4–7 turn understanding into hands-on fluency with the tools of daily AI work.

M4 Generative AI & Assistants

ON PAPER

What large language models and AI assistants can and cannot do; where they fit in real tasks; their failure modes such as hallucination.

IN PRACTICE

Use an AI assistant to complete a real task end to end, noting where it helped and where it erred.

M5 Prompting Well

ON PAPER

The anatomy of an effective prompt: context, instruction, constraints, examples and output format. Why structure beats cleverness.

IN PRACTICE

Build a small library of reusable, structured prompts for one workflow.

12-MODULE SYLLABUS

Part II — Use

M6 Working with Data

ON PAPER

What data an AI task needs, how to prepare and clean it, and how to spot gaps and bias before they reach a model.

IN PRACTICE

Prepare and sanity-check a small dataset, writing a short note on its quality and limits.

M7 Evaluating AI Output

ON PAPER

How to judge an AI result against requirements — accuracy, completeness, tone, safety — and how to catch confident-but-wrong answers.

IN PRACTICE

Run an AI on a real input and score the result against a simple rubric.

Use is a doing skill. Part II is deliberately hands-on. Reading about prompting is not the same as having done it ten times.

LIMITED-TIME OFFER

LIMITED
TIME

Turn this foundation into a globally recognized credential

A beginner-friendly, globally recognized AI certification — enrollment open for a limited window.

Claim Your Seat >

12-MODULE SYLLABUS

Part III — Apply

Modules 8–10 move from isolated skills to applying AI on real problems, responsibly.

M8 Automation with AI

ON PAPER

How to read a process and find where AI can remove, speed up or augment a step — and where a human must stay in the loop.

IN PRACTICE

Map a process you know and redraw it with AI steps and human checkpoints marked.

M9 Responsible AI

ON PAPER

Fairness, transparency, privacy, accountability and human oversight — turned from principles into checks you can actually run.

IN PRACTICE

Run one use case through an ethics checklist and record concerns and mitigations.

12-MODULE SYLLABUS

Part III — Apply

M10 Scoping a Real Project

ON PAPER

How to frame an AI opportunity on one page — problem, users, data, value, risks and success — before any tool is chosen.

IN PRACTICE

Complete an AI Canvas for a real opportunity from your own work or interests.

Part III check

AFTER PART III YOU CAN...

- Redesign a process with AI in the loop
- Apply responsible-AI checks in practice
- Scope a real use case on a single page

Apply is where it gets real. These modules use your own context wherever possible — the work you do here seeds your capstone.

12-MODULE SYLLABUS

Part IV — Advance

Modules 11–12 connect your foundation to strategy, careers and a finished capstone.

M11 AI Strategy & Maturity

ON PAPER

How organisations decide where to use AI and how to rate their readiness — value, prioritisation and a simple maturity model.

IN PRACTICE

Score a team or organisation on a five-level maturity model and set one next-level target.

M12 Careers & the Capstone

ON PAPER

The AI role landscape, how a credential and portfolio open doors, and how to assemble everything into one presentable capstone.

IN PRACTICE

Assemble your activities into a capstone and present it clearly to a non-expert.

12-MODULE SYLLABUS

The Syllabus, In One View

All twelve modules and their parts, on a single page to keep beside you.

| # | Module | Part |
|----|----------------------------|------------|
| 1 | What AI Really Is | Understand |
| 2 | Types of AI | Understand |
| 3 | How AI Learns | Understand |
| 4 | Generative AI & Assistants | Use |
| 5 | Prompting Well | Use |
| 6 | Working with Data | Use |
| 7 | Evaluating AI Output | Use |
| 8 | Automation with AI | Apply |
| 9 | Responsible AI | Apply |
| 10 | Scoping a Real Project | Apply |
| 11 | AI Strategy & Maturity | Advance |
| 12 | Careers & the Capstone | Advance |

HALF-PRICE ENROLLMENT

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Learn it on paper and in practice, with guided labs

Pair the 12-module syllabus with hands-on, graded Learn-by-Doing activities.

[Get Certified >](#)

SYLLABUS DETAIL

Part I in Depth — Understand

Why the foundation begins with concepts, and what mastery of Part I looks like.

Language first

1

You cannot evaluate or apply what you cannot name. Part I gives you the vocabulary employers and tools assume.

Models of thought

2

Classification and the learning loop are the mental models every later module reuses.

Myth clearing

3

Separating real capability from hype is a skill in itself — and a confidence-builder.

Foundation, literally. Everything in Parts II–IV stands on these three modules. Time spent here pays back across the whole program.

SYLLABUS DETAIL

Part II in Depth — Use

The hands-on core. Part II is where most of your practice hours go, and where fluency forms.

Tool fluency

4

Comfort with assistants and generative tools is the most immediately useful workplace skill in the program.

Prompting as craft

5

Structured prompting is learnable and repeatable — not a knack. Part II makes it a habit.

Data & judgement

6

Preparing data and evaluating output teach the discernment that separates a user from a power user.

Reps build fluency. These modules are activity-heavy on purpose. The skill lives in the doing, not the reading.

SYLLABUS DETAIL

Part III in Depth — Apply

Where skills become applied work. Part III produces the artifacts that anchor your capstone.

From task to process

8

Automation thinking lifts you from doing one task to redesigning whole workflows.

Responsibility in practice

9

Ethics becomes a checklist you can run, not a slogan you nod at.

Scoping discipline

10

The one-page canvas is the habit that keeps every future AI idea grounded.

Apply seeds the capstone. The canvas you scope and the checks you run in Part III feed directly into your final deliverable.

SYLLABUS DETAIL

Part IV in Depth — Advance

Where the foundation connects to the wider world: strategy, careers and a finished piece of work.

Strategic view

11

Maturity and strategy let you see AI from an organisation's side, not just a user's.

Career bridge

12

Module 12 turns the credential into a plan: roles, portfolio and presentation.

The capstone



Everything converges into one project you can show — the proof of your foundation.

Advance is the bridge out. Part IV is what takes you from "I understand AI" to "here is what I built and where I am headed."

48
HOURS
ONLY

OFFER VALID 48 HOURS

Your enrollment discount expires in 48 hours

Lock in the Certified AI Foundation program before the window closes.

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THE METHOD

On Paper + In Practice

Why every module is taught twice — and how that produces a foundation that holds.

ON PAPER

The concept, explained simply and examined in the certification. This is what lets you reason about AI, talk about it credibly, and pass the exam.

IN PRACTICE

The activity, completed and assessed. This is what lets you actually do the work and walk away with a portfolio, not just a certificate.

Two halves of one foundation. Theory without practice is fragile; practice without theory does not transfer. The program insists on both, for every single module.

SECTION C

All Learn-by-Doing Activities

The complete set of activities — one for every module. Together they form your portfolio.

M1 · Concept explainer

Three AI concepts in plain language.

M2 · System classification

Five products across three axes.

M3 · Learning trace

How one AI feature was trained.

M4 · AI-assisted task

A real task done end-to-end.

M5 · Prompt library

Reusable, structured prompts.

M6 · Data readiness

A small dataset prepared and checked.

M7 · Output evaluation

A result scored against a rubric.

M8 · Automation map

A process redrawn with AI steps.

M9 · Ethics review

A use case run through a checklist.

M10 · AI Canvas

One opportunity scoped on a page.

M11 · Maturity score

A team rated; one target set.

M12 · Capstone

All of it, assembled and presented.

SECTION C

How the Activities Work

Every activity follows the same rhythm, so practice compounds module to module.

Brief

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

Build

You produce the artifact using that module's concept.

Review

It is checked against a rubric mapped to the syllabus.

Refine

Feedback drives one improvement pass before sign-off.

Reuse

The artifact joins your growing portfolio.

Relate

Each activity links to the next, toward the capstone.

Twelve activities, one portfolio. By the final module the pieces assemble into a capstone — proof you can apply AI, not just define it.

SECTION C

Activities Map to Modules

Each on-paper concept has its in-practice counterpart. Nothing is learned without being applied.

| Module concept | Its activity |
|-------------------|---------------------------------|
| How AI learns | Trace how a feature was trained |
| Prompting well | Build a prompt library |
| Working with data | Prepare a small dataset |
| Evaluating output | Score a result on a rubric |
| Automation | Redraw a process with AI |
| Responsible AI | Run an ethics review |
| Scoping | Complete an AI Canvas |
| Careers | Assemble the capstone |

Paper and practice, paired. This pairing is the heart of the program — and the reason the foundation actually holds under pressure.

RELATED CERTIFICATION

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Every activity in this guide is a graded CAIF lab

Each Learn-by-Doing activity maps to a hands-on, assessed exercise in the program.

[Start the Labs ›](#)

SECTION D

Skills & Outcomes Map

What the foundation proves you can do — phrased for your résumé and a hiring manager.

| Part | You can demonstrate... |
|----------------------|--|
| I. Understand | Explaining AI clearly and classifying any system with confidence. |
| II. Use | Prompting effectively, preparing data and evaluating AI output. |
| III. Apply | Automating a process, applying ethics checks and scoping a use case. |
| IV. Advance | Assessing maturity and delivering a presented capstone. |

Portfolio-ready. Every line here is backed by an artifact you actually built — the difference between claiming a skill and proving it.

SECTION D

What You Walk Away With

A foundation is more than a certificate. Here is the full set of outcomes.

A recognized credential

A globally recognized Certified AI Foundation certificate.

A shareable badge

A verifiable digital badge for LinkedIn and your résumé.

A 12-piece portfolio

One activity per module, culminating in a capstone.

A working vocabulary

The confidence to discuss AI with any audience.

A repeatable method

The AI Canvas and ethics checks you will reuse for years.

A base to build on

The grounding for deeper, specialised AI certifications later.

Certificate plus capability. You leave able to explain AI and to show what you have built with it — both halves of a real foundation.

SECTION E

The Exam Blueprint

How the certification exam is weighted across the four parts, so you study to the test.

| Domain | Weight | Modules |
|------------|--------|---------|
| Understand | 25% | M1–M3 |
| Use | 30% | M4–M7 |
| Apply | 25% | M8–M10 |
| Advance | 20% | M11–M12 |

Where to spend your time. The Use modules carry the most weight — prompting, data and evaluation. Weight your revision toward them.

SECTION E

Exam Format & Preparation

Format at a glance

| Item | Detail |
|--------|--|
| Style | Multiple-choice and scenario questions |
| Basis | The twelve modules, by blueprint weight |
| Level | Foundation — beginner-friendly, no coding |
| Mode | Online, remotely accessible |
| Result | Digital certificate and shareable badge on passing |

A four-step prep plan

- ✓ Work the twelve modules in order, paper then practice.
- ✓ Complete every Learn-by-Doing activity as you go.
- ✓ Drill the high-weight Use modules.
- ✓ Sit a practice run, then close your weakest part.

Beginner-friendly by design. The exam confirms the foundation you have built module by module — it is not designed to be crammed cold.

LIMITED-TIME OFFER

ENDS
SOON

A solid AI foundation is a certified one

Validate your fundamentals with an industry credential — backed by a money-back guarantee.

[Get Certified >](#)

SECTION F

The 7-Day Guarantee

The program is offered with a money-back guarantee, so you can start with confidence and judge the value for yourself.

7 days

A money-back guarantee window to evaluate the program

Global

A recognized credential, accepted worldwide

How it works

- ✓ Enroll and begin the foundation modules.
- ✓ Experience the on-paper and in-practice approach first-hand.
- ✓ If it is not the right fit, the guarantee applies within the window.

Low risk, by design. A foundation credential should be an easy yes. The guarantee is there so the decision carries little downside.

Guarantee terms are set by GSDC; see the program page for the current policy and conditions.

SECTION G

Your Study Plan

A simple, part-time cadence to move through all twelve modules without stalling.

1

Weeks 1–2 — Understand

Work modules 1–3. Do each activity. Aim to explain any AI term plainly by the end.

2

Weeks 3–5 — Use

Work modules 4–7 — the hands-on core. Build your prompt library and evaluate real output.

3

Weeks 6–7 — Apply

Work modules 8–10. Map a process, run an ethics review, and scope a project on a canvas.

4

Weeks 8 — Advance & certify

Work modules 11–12, assemble the capstone, revise to the blueprint, and sit the exam.

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PRICE

Pass with confidence, backed by a 7-day guarantee

The official syllabus and blueprint, plus a money-back guarantee — now at half price.

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SECTION G

Your Foundation, On One Page

Understand M1–M3 — the language and landscape of AI

Use M4–M7 — tools, prompting, data, evaluation

Apply M8–M10 — automation, ethics, scoping

Advance M11–M12 — strategy, careers, capstone

Method Every module: on paper + in practice

Proof A credential, a badge and a 12-piece portfolio

FROM PAGE TO PRACTICE

Build your foundation today

You have the full map. The next step is to start building.

- ✓ Start module 1 and write your first concept explainer.
- ✓ Block a weekly study slot for the eight-week plan.
- ✓ Complete each activity as you go — build the portfolio.
- ✓ Enroll with the 7-day guarantee and begin with confidence.

On paper and in practice. Everything in this guide is built to give you a foundation that holds — one you can explain, apply and prove.

48
HOURS
LEFT

OFFER VALID 48 HOURS

Last call: build your AI foundation today

The 48-hour enrollment window is closing. Begin the Certified AI Foundation now.

[Enroll Now >](#)