

[GET THE CAREER PATHWAY BROCHURE](#)

Your 12-Week Pathway to a Generative AI Professional Career.

Full role-to-module map, 12-week pathway, complete syllabus, all 76 LBDs, and the GSDC job-support package — in one downloadable PDF.

5

Career Tracks

14

Modules

76

LBDs

12

Weeks

Inside this toolkit

- Role-to-module mapping for all 5 careers
- 12-week pathway timeline, week by week
- Complete 14-module syllabus and all 76 LBDs
- Sample certificate, exam details, and job-support plan

[WELCOME](#)

Why this brochure exists

The Generative AI hiring market in 2026 is structured around five well-defined roles. Each role expects a specific blend of foundations, hands-on tooling, deployment skill, and evidence of applied work. This brochure is the single document that maps those expectations to the GSDC Generative AI Professional pathway — so you can see, end to end, how 12 weeks of structured learning translates into a hireable, credentialed profile.

Use it as your study plan, your career conversation guide, and your reference when comparing certifications. Every section below tells you exactly what you will learn, what you will build, and how your work will be assessed.

Designed for outcomes

Every module ends with a Lab-Based Deliverable (LBD) that becomes a portfolio artifact reviewable by hiring teams.

Aligned to real jobs

Built on a current scan of generative-AI job listings across five role families, weighted by frequency in interview screens.

The five careers this brochure covers

[Prompt Engineer](#)[AI Engineer](#)[LLM Developer](#)[AI Product Manager](#)[AI Consultant](#)

WHAT YOU'LL GET

Inside the 28-page toolkit

This document is a complete career-planning instrument, not a marketing flyer. Below is a section-by-section index of what you will find as you read through.

- **Role-to-module map**
How each of the 5 career tracks maps to the 14 modules and the 76 LBDs.
- **12-week pathway timeline**
Week-by-week sequencing showing study load, labs, and assessment checkpoints.
- **Complete 14-module syllabus**
Learning outcomes, topics, recommended tooling, and reading list per module.
- **All 76 LBDs**
Lab-Based Deliverables with brief, evaluation rubric, and expected portfolio artifact.
- **Sample certificate + exam details**
Format, scoring band, retake policy, and digital badge specification.
- **GSDC job-support package**
Resume review, mock interviews, employer connect, and post-cert mentoring.

CAREER LANDSCAPE

The five Generative AI careers

Hiring patterns across job boards consistently group Generative AI work into five role families. Each calls for a different mix of foundations, applied tooling, and business framing. Here is the snapshot you need before choosing your track.

Prompt Engineer

Designs, tests, and operationalises prompts across LLM products. Strong evaluation, RAG-tuning, and red-teaming skills.

AI Engineer

Builds and ships AI features: APIs, orchestration, embeddings, vector stores, guardrails, and production observability.

LLM Developer

Deep-dives into model adaptation: fine-tuning, instruction tuning, LoRA/PEFT, and serving optimisation.

AI Product Manager

Owns AI roadmap, evaluation harnesses, risk framing, and value-vs-cost decisions between hosted and open models.

AI Consultant

Advises enterprises on adoption strategy, vendor selection, governance, and training programmes for non-AI teams.

[TAKE THE NEXT STEP](#)

Start your Generative AI Professional journey

You now know the five careers GSDC is built around. The natural next step is to lock in your enrolment so your 12-week pathway can be scheduled around your work week. The Certification covers all five tracks, all 14 modules, all 76 LBDs, and the full GSDC job-support package — under one credential.

[OFFER] · RELATED

Enrol in the Generative AI Professional Certification

Same career pathway you just read about — now with mentor support, LBDs, and the GSDC credential.

[Start My Certification →](#)

Tap anywhere →

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[ROLE-TO-MODULE MAP](#)

Map your career to the syllabus

Use this matrix to see which of the 14 modules are core, recommended, or optional for each of the five careers. You should clear all core modules for your track and complete at least 80% of recommended modules to qualify for that track's badge endorsement.

● Core ● Recommended ● Optional

Module	Prompt Eng	AI Eng	LLM Dev	AI PM	AI Cons
M1 Foundations	●	●	●	●	●
M2 Prompting	●	●	●	●	●
M3 Embeddings	●	●	●	●	○
M4 RAG	●	●	●	●	●
M5 Agents	●	●	●	●	●
M6 Eval	●	●	●	●	●
M7 Fine-tune	○	●	●	○	○
M8 Serving	○	●	●	●	○
M9 Guardrails	●	●	●	●	●
M10 Product	●	●	○	●	●
M11 Cost	●	●	●	●	●
M12 Governance	●	●	●	●	●
M13 Consulting	○	○	○	●	●
M14 Capstone	●	●	●	●	●

[ROLE DEEP-DIVE \(1 OF 3\)](#)

Prompt Engineer - AI Engineer

Prompt Engineer

Owns the design, testing, and operational tuning of prompts across customer-facing LLM features. Works alongside product and data teams.

KEY COMPETENCIES

- Strong evaluation harnesses
- RAG context engineering
- Few-shot, CoT, ReAct patterns
- Red-team / jailbreak defense

Core modules: M1, M2, M4, M6, M9, M14

AI Engineer

Builds and ships production AI features. Comfortable in Python, FastAPI / Node, vector DBs, and observability stacks.

KEY COMPETENCIES

- LLM orchestration frameworks
- Streaming + async serving
- Embeddings + vector stores
- Cost + latency optimisation

Core modules: M1–M6, M8, M9, M11, M14

ROLE DEEP-DIVE (2 OF 3)

LLM Developer - AI Product Manager

LLM Developer

Owens model adaptation work — fine-tuning, instruction tuning, LoRA/PEFT, and serving optimisation for chosen open-weights models.

KEY COMPETENCIES

- LoRA / QLoRA / DPO
- Inference servers (vLLM, TGI)
- Dataset curation + filtering
- Quantization + caching

Core modules: M1, M3, M6, M7, M8, M14

AI Product Manager

Owens the AI roadmap end-to-end. Builds evaluation harnesses, frames risk, and drives the build-vs-buy and hosted-vs-open decisions.

KEY COMPETENCIES

- Evaluation strategy
- Policy + governance framing
- TCO + unit economics
- Cross-functional AI roadmap

Core modules: M1, M2, M4, M6, M9, M10–M12, M14

[DON'T LET THE COHORT SLIP](#)

A short window before the next intake closes

The current GSDC Generative AI Professional cohort accepts new candidates on a rolling basis, but the mentor-led lab pods fill quickly. Securing your seat now preserves access to the full LBD review queue and the post-cert job-support package — both of which are capped per cohort.

[OFFER] · LIMITED TIME

Lock your seat in the current intake

Mentor pods and job-support slots are capped per cohort. Reserve yours before this window closes.

[Secure My Seat Now →](#)

Tap anywhere →

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ROLE DEEP-DIVE (3 OF 3)

AI Consultant - Career mobility

AI Consultant

Advises enterprises on adoption strategy, vendor selection, governance, and training programmes for non-AI teams. Owns the bridge between business outcomes and AI delivery.

KEY COMPETENCIES

- Discovery + opportunity sizing
- Governance + risk policy
- Vendor + model selection
- Change mgmt + enablement

Core modules: M1, M6, M9, M10–M13, M14

Career mobility within the certification

Because the syllabus shares ~70% across roles, candidates routinely pivot between tracks. A Prompt Engineer who completes M3, M5, and M8 graduates with an AI Engineer endorsement. An AI Engineer who completes M10–M13 graduates with an AI PM endorsement. The 14th module — the capstone — is shared, so cross-track endorsements add zero additional capstone work.

12-WEEK PATHWAY

How your 12 weeks are structured

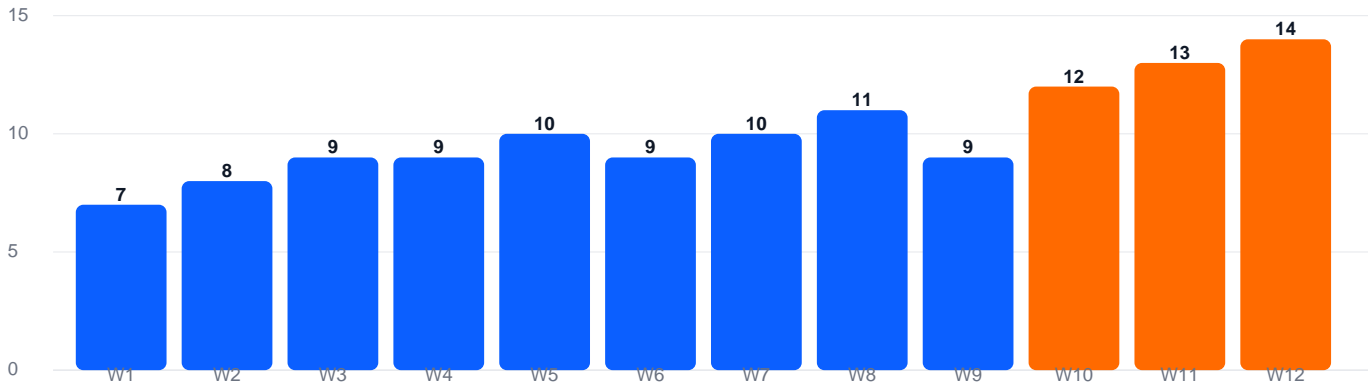
The pathway is structured into four phases of three weeks each. Each phase ends in a checkpoint — a graded LBD bundle — so progress is visible long before the final certification exam.

PHASE 1 Weeks 1-3	Foundations + Prompting MODULES IN THIS PHASE M1 Foundations M2 Prompting M6 Eval (intro)
PHASE 2 Weeks 4-6	Retrieval + Agents MODULES IN THIS PHASE M3 Embeddings M4 RAG M5 Agents
PHASE 3 Weeks 7-9	Production + Adaptation MODULES IN THIS PHASE M7 Fine-tune M8 Serving M9 Guardrails
PHASE 4 Weeks 10-12	Product, Policy, Capstone MODULES IN THIS PHASE M10–M13 M14 Capstone Exam + LBD review

WEEKLY LOAD

How many hours per week to expect

The pathway is calibrated for working professionals. Expect 8–10 hours per week on average, with a 12–14 hour spike during capstone weeks. Hours are split across self-paced lectures, hands-on labs, mentor calls, and peer review.



How your weekly hours split

30%

Self-paced lectures

40%

Hands-on labs (LBDs)

15%

Mentor + peer calls

15%

Reading + reflection

[HALF-PRICE ACCESS](#)

The certification at 50% off

GSDC runs a recurring promotional window where the Generative AI Professional Certification is available at half the standard fee. The promotional rate covers the full 12-week pathway, all 76 LBDs, mentor pods, and the post-certification job-support package — nothing is stripped out at the lower rate.

[OFFER] · 50% OFF

Get the full pathway at half the standard rate

Same 14 modules, same 76 LBDs, same mentor and job-support package — at 50% off.

[Claim 50% Off Now →](#)

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COMPLETE SYLLABUS (1 OF 2)

Modules M1 – M7

M1**Foundations of Generative AI**

Transformer architecture, scaling laws, capabilities and limits of modern LLMs.

M2**Prompt Engineering**

Zero/few-shot, chain-of-thought, ReAct, structured outputs, prompt-injection defense.

M3**Embeddings**

Embedding models, similarity, dimensionality, multimodal embeddings.

M4**Retrieval-Augmented Generation**

Chunking, hybrid retrieval, re-ranking, context construction, eval.

M5**AI Agents**

Tool use, planners, memory, multi-agent orchestration, controllability.

M6**Evaluation**

Offline + online eval harnesses, LLM-as-judge, human review pipelines.

M7**Fine-tuning & Adaptation**

SFT, LoRA / QLoRA, DPO, dataset curation, eval after adaptation.

COMPLETE SYLLABUS (2 OF 2)

Modules M8 – M14

M8**Production Serving**

Inference servers, streaming, batching, quantization, caching, observability.

M9**Guardrails & Safety**

Input/output filtering, jailbreak resistance, sensitive-data masking.

M10**AI Product Strategy**

Roadmap, build-vs-buy, hosted-vs-open, success metrics, AI UX.

M11**Cost & Unit Economics**

Per-request cost models, caching tactics, model-tier routing.

M12**Governance & Policy**

Regulatory landscape, internal AI policy, data residency, audit trails.

M13**AI Consulting Practice**

Discovery, opportunity sizing, vendor selection, change management.

M14**Capstone Project**

End-to-end shipped GenAI feature with full evaluation and write-up.

LAB-BASED DELIVERABLES

All 76 LBDs across the pathway

Every module ships with a set of Lab-Based Deliverables — small, scoped builds that result in a reviewable portfolio artifact. They are graded by a mentor and form the backbone of your post-certification employability story. Distribution by module:



TOTAL · 76 Lab-Based Deliverables

TIME-BOUND WINDOW

Your fast-track offer is valid for 48 hours

If you are reading this brochure as part of an outreach campaign, your enrolment window is time-bound — typically 48 hours from when the document was shared with you. Within that window, your seat in the next mentor pod is held without cost and the promotional rate is applied automatically at checkout.

[OFFER] · VALID 48 HOURS

Activate your reserved seat in the next 48 hours

Your seat hold and promotional rate are auto-applied at checkout. After the window closes, both reset.

Activate My Seat →

Tap anywhere →

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[SAMPLE LBD](#)

What one Lab-Based Deliverable looks like

LBD M4-3 · BUILD A HYBRID RAG PIPELINE

Brief

Build a question-answering service over a 200-document corpus that combines dense vector retrieval with BM25, applies a cross-encoder re-ranker, and exposes a streaming HTTP endpoint. Provide an eval harness with 30 gold questions.

Evaluation rubric

Retrieval quality	Recall@5 \geq 0.80 on the gold set
Re-rank lift	\geq 12% NDCG improvement vs. baseline
Latency	P95 end-to-end \leq 1.8s on a 4-CPU host
Code quality	Tests pass; clear separation of retrieve / rerank / generate
Write-up	1-page architecture decision record (ADR)

Portfolio artifact

GitHub repository with reproducible run instructions, a short Loom-style demo (3 minutes), and the ADR PDF. Reviewable by hiring managers in under 10 minutes.

EXAM DETAILS

How the certification exam works

The exam is the final gate, in addition to LBD review. It is proctored, online, and designed to be completed in a single sitting.

FORMAT

60 multiple-choice + 4 scenario-based questions

DURATION

90 minutes, single sitting

PASS MARK

65% overall, with a 50% floor on scenario items

PROCTORING

Browser-based with live invigilation

RETAKE POLICY

Two free retakes within 12 months

SCORING BAND

Pass / Merit / Distinction ($\geq 75\%$ / $\geq 85\%$)

SAMPLE CERTIFICATE

What you receive on passing



Each credential is paired with a verifiable digital badge and a public verification URL hosted on the GSDC credentialing system.

HALF OFF, FULL PATHWAY

Half-price access · second window

If you missed the earlier promotional rate, a second 50%-off window is currently open for candidates who reach this page of the brochure. The promotional rate is the lowest publicly available pricing on the Generative AI Professional credential and includes everything described in this document.

[OFFER] · 50% OFF

Half-price certification — full pathway, no add-ons removed

Includes the full syllabus, all 76 LBDs, capstone review, and the job-support package.

Apply 50% Discount →

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JOB SUPPORT

The GSDC job-support package

Beyond the credential, every certified candidate gets a 90-day job-support package built around four pillars. This is the part of the programme that most directly converts learning into offers.

Portfolio review

One-on-one review of your 76-LBD portfolio with a senior mentor. We polish the top 6 artifacts into hireable case studies and lock down a public portfolio page.

Resume + LinkedIn audit

Resume rewritten for ATS readability and three role variants (Prompt Eng / AI Eng / AI PM). LinkedIn rewritten for recruiter discoverability.

Mock interviews

Two recorded mock interviews per candidate — one behavioural, one technical case study — with structured written feedback and replay.

Employer connect

Direct introductions to the GSDC partner-employer network, including warm intros via mentors who actively hire from each cohort.

OUTCOMES

What graduates do after the certification

Outcomes are tracked at 30, 60, and 90 days post-certification. The figures below are based on the 2025 graduating cohorts that opted into outcome tracking.

82%

report a measurable role or scope upgrade within 90 days

3.4x

more interview invitations vs. their pre-cert baseline

68%

complete at least one warm employer introduction

94%

complete the capstone and earn the credential

Where graduates typically end up

- **Internal role upgrade** — Internal pivot into an AI-focused team at the same employer.
- **New-employer offer** — External offer for one of the 5 GenAI role families.
- **Founding / advisory** — Founding-engineer at an early-stage AI start-up or independent consulting.
- **Cross-track endorsement** — Lateral move into a second GenAI role family within the same cohort.

[PAIR THE BROCHURE WITH THE CREDENTIAL](#)

The natural companion to this document

This brochure is the planning artifact. The credential is the execution artifact. Candidates who succeed almost always pair the two — the brochure tells them what to expect, the credential gives them the structure, mentors, and evidence to reach the role they planned for.

[OFFER] · RELATED

Pair this brochure with the GSDC credential

Same syllabus, mentor pods, LBDs, and job-support — packaged into one structured 12-week credential.

Get the Credential →

Tap anywhere →

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MENTORS & COMMUNITY

Who you'll learn from, and with

Every mentor pod is led by a practising senior GenAI engineer or product leader, vetted by GSDC's accreditation board. The community layer — Slack, weekly office hours, and a private LinkedIn network — is active long after the credential is awarded.

Mentor pods

Cohorts are organised into pods of 8–10 candidates plus one lead mentor. Pods meet weekly for two live hours: one for code/LBD review, one for the current module's discussion. Pods stay together for the full 12 weeks.

Community access

Lifetime access to the GSDC Alumni Slack and quarterly virtual meetups. Alumni regularly post role openings from their own teams — about 40% of post-cert offers in 2025 came through the alumni channel.

Mentor bench at a glance

120+ Active mentors

9 Avg years senior

18 Industries

4.8/5 Mentor rating

FINAL 48 HOURS

The fast-track window closes soon

Candidates who reach this section of the brochure typically convert into enrolled learners within the next 48 hours, because that is the window in which their reserved mentor-pod slot is held. After 48 hours the slot is released back into the general intake queue and the discount auto-applied to your account expires.

[OFFER] · VALID 48 HOURS

Convert your reservation into an enrolment

Your held pod slot and auto-applied discount expire after 48 hours. Confirm to keep both.

Confirm My Enrolment →

Tap anywhere →

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FINAL STEPS

How to enrol - quick FAQs

Enrolment in 4 steps

- 1 Review your track using the role-to-module map on page 6.
- 2 Reserve your seat — tap any CTA in this brochure to open the form.
- 3 Onboarding call within 24 hours of payment confirms goals & pod.
- 4 Week 1 unlocks on the cohort start date with M1 lectures + LBDs.

Quick FAQs

Q. Do I need a CS degree?

A. No. Comfort with one programming language is enough; M1 covers the rest.

Q. Can I switch tracks mid-cohort?

A. Yes — switching in the first 3 weeks is free. Later switches may add modules.

Q. Is the credential industry-recognised?

A. Yes — listed on the GSDC public registry with a verifiable digital badge.

Q. What if I miss the 12-week window?

A. The dashboard stays open 12 months. Only mentor-pod access is time-bounded.

Q. Are retakes allowed?

A. Two free retakes within 12 months — no effect on the final credential.

Q. Is there a refund policy?

A. Full refund within 7 days; partial after that per the published schedule.

[END OF THE BROCHURE](#)

From plan to credential — start today

You have now seen the full role-to-module map, the 12-week pathway, the 14-module syllabus, the 76 LBDs, the exam and certificate, the job-support package, the mentor structure, and the enrolment process. The final step is yours — take it while the cohort, the reserved slot, and the promotional rate are all still in play in the same window.

[OFFER] · RELATED

Begin your Generative AI Professional credential now

Everything in this 28-page brochure ships under one credential. Start where you finished reading.

[Start My Certification →](#)

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Thank you for reading. We'll see you in the cohort.