

THE LEARNING ROADMAP

Generative AI Roadmap

How to learn generative AI — without the guesswork. Four tailored learning pathways for different starting points, a 90-day timeline you can actually follow, the full 9-module syllabus with hands-on activities, exam details, a sample certificate, and the GSDC job-support package.

WHAT'S INSIDE

01 · 4 PERSONA PATHWAYS

Tailored sequences for every starting point.

02 · 90-DAY TIMELINE

A day-by-day plan from start to certified.

03 · FULL SYLLABUS

All 9 modules, concept by concept.

04 · 12 HANDS-ON LABS

Learn-by-Doing activities that build proof.

05 · EXAM & CERTIFICATE

Format, a sample certificate, what it verifies.

06 · JOB SUPPORT

The package that helps turn skills into a role.

4

LEARNING PATHS

90

DAY TIMELINE

9

MODULES

12

HANDS-ON LABS

A companion to GSDC's guide on how to learn generative AI. No single roadmap fits everyone — so this brochure gives you four, then merges them into one shared destination. Pick the path that matches where you're starting from.

START HERE

There's no one way to learn AI

The most common reason people stall isn't difficulty — it's following advice meant for someone else. A developer and a marketer should not learn generative AI the same way. This roadmap starts by helping you choose the right path.

STEP 1

Find your persona

Four starting points on the next pages — career-changer, developer, manager, domain expert. Pick the closest match.

STEP 2

Follow your sequence

Each persona has a tailored order through the same nine modules, weighted to your goal.

STEP 3

Run the 90 days

Drop your sequence onto the 90-day timeline and work it phase by phase.

STEP 4

Prove it

Finish with the exam, a portfolio from the labs, and the job-support package.

WHICH PERSONA ARE YOU?

Career-changer — non-technical, pivoting in. · **Developer** — you write code and want to build. · **Manager / leader** — you'll guide adoption. · **Domain expert** — you'll apply AI in your field. Not sure? Pick the one whose *goal* sounds most like yours; the sequences overlap heavily.

ONE PROMISE

Whatever your path, the destination is the same: confident, responsible, demonstrable generative-AI skill — and a credential that proves it.

01 · PERSONA PATHWAYS

Path 1 · the Career-Changer

You come from a non-technical background — marketing, operations, HR, support — and you want to pivot into an AI-enabled role. Your edge is judgement and communication, not code.



Priya

Marketing analyst → AI-enabled role

STARTS FROM **TIME / WEEK** **TARGET**

No coding **4–5 hours** **Prompt / AI-enabled role**

Lean into prompting, tools and responsible use — the high-leverage skills that don't require engineering. Build a portfolio of practical work from your current job.

1. Foundations → 2. Prompting → 3. Tools → 4. Governance → 5. Capstone

FOCUS MODULES

M1 Foundations M3 Prompting M4 Tools M8 Governance M9 Capstone

Lighter on the build-heavy modules (M5–M6); deeper on prompting, tools and responsible use where your strengths translate fastest.

WIN CONDITION

A portfolio showing real work tasks improved with AI, plus the certification — enough to step into an AI-enabled version of a role you already understand.

01 · PERSONA PATHWAYS

Path 2 · the Developer

You already write code. Your goal is to build real generative-AI applications — retrieval pipelines, workflows, agents — and to do it the way production teams do.



Sam

Software engineer → GenAI developer

STARTS FROM **TIME / WEEK** **TARGET**
Strong coding **5–7 hours** **GenAI Engineer**

Move quickly through foundations, then go deep on building: retrieval, automation and agents, with evaluation as a first-class skill.

1. Foundations → 2. Prompting → 3. Build / RAG → 4. Agents → 5. Evaluation → 6. Capstone

FOCUS MODULES

M2 LLMs M3 Prompting M5 RAG & Build M6 Agents M7 Evaluation M9 Capstone

The most technical path — heaviest on the build-and-evaluate modules, ending in a shippable capstone project.

50% OFF

Your pathway is mapped — now build it for real

The GSDC Generative AI Certification teaches every persona's pathway hands-on in the AI Studio, with real challenges and a capstone. A natural next step from this roadmap — enrol now with 50% off.

[Explore the certification →](#)

Recognised in 90+ countries

01 · PERSONA PATHWAYS

Path 3 · the Manager / Leader

You lead a team or product. You don't need to build the systems yourself — you need to guide adoption, make smart trade-offs, and keep it responsible and compliant.



Lena

Team lead → AI adoption leader

STARTS FROM **TIME / WEEK** **TARGET**

Non-builder **3–4 hours** **AI strategy / PM**

Prioritise the “what and why”: capabilities, tool selection, evaluation literacy, and especially governance — the skills that let you lead adoption safely.

1. Foundations → 2. Tools → 3. Evaluation → 4. Governance → 5. Capstone

FOCUS MODULES

M1 Foundations M4 Tools M7 Evaluation M8 Governance M9 Capstone

Lighter on deep build mechanics; deeper on judgement, evaluation and governance — what leaders are accountable for.

WIN CONDITION

The confidence and vocabulary to set AI strategy, evaluate vendors and outputs, and put responsible-use guardrails in place across your team.

01 · PERSONA PATHWAYS

Path 4 · the Domain Expert

You're an analyst or specialist with deep field knowledge — finance, healthcare, legal, research. Your goal is to apply generative AI to your domain without losing rigour.



Raj

Domain analyst → AI-augmented specialist

STARTS FROM **TIME / WEEK** **TARGET**

Deep domain **4–5 hours** **AI-augmented expert**

Combine prompting and grounding (so the AI uses your sources) with strong evaluation, so outputs meet your field's standards for accuracy.

1. Foundations → 2. Prompting → 3. Grounding / RAG → 4. Evaluation → 5. Capstone

FOCUS MODULES

M1 Foundations M3 Prompting M5 RAG & Grounding M7 Evaluation M9 Capstone

Centred on grounding answers in trusted sources and rigorously checking them — essential in high-stakes fields.

WIN CONDITION

A domain-specific AI workflow you trust enough to use in real work — grounded in your sources and evaluated to your field's standard.

01 · PERSONA PATHWAYS

Four paths, one destination

The sequences differ in emphasis and order, but every persona completes the same nine modules and earns the same credential. Here's how the four paths weight them.

MODULE	Career-changer	Developer	Manager	Domain expert
M1–M2 Foundations	Core	Fast	Core	Core
M3 Prompting	Core	Core	Support	Core
M4 Tools	Core	Support	Core	Support
M5–M6 Build & Agents	Light	Core	Light	Core (M5)
M7 Evaluation	Support	Core	Core	Core
M8 Governance	Core	Support	Core	Support
M9 Capstone	Core	Core	Core	Core

“Core” = primary focus · “Support” = important secondary · “Light/Fast” = covered but not emphasised. Everyone completes all nine to certify.

LIMITED TIME

One program, tailored to your path

For a limited time, the GSDC Generative AI Certification is open with a special offer. Whichever persona you are, it adapts to your goal and ends in the same recognised credential.

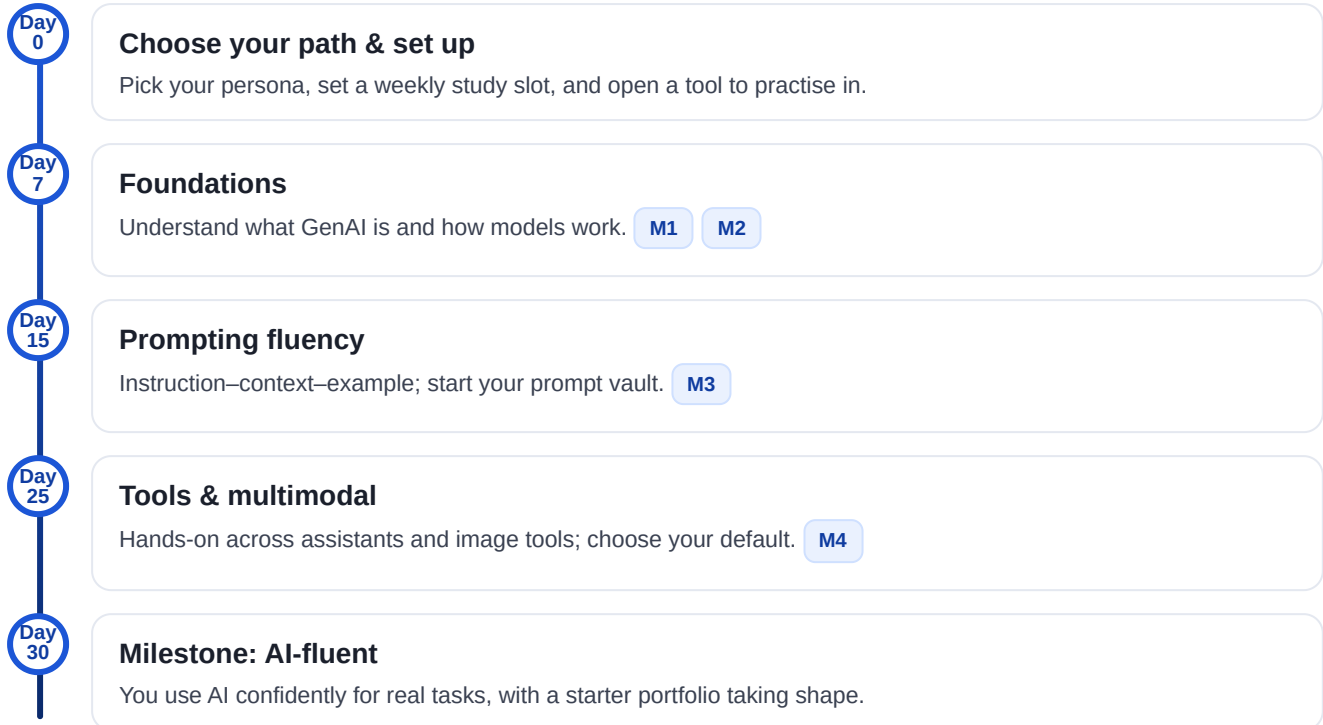
[Enrol while it lasts →](#)

Offer ends soon

02 · 90-DAY TIMELINE

Your first 90 days

A realistic plan at a few hours a week. Phase 1 builds your base. Drop your persona's sequence onto these milestones and adjust the pace to your life.

**PHASE 1 OUTCOME**

By Day 30 every persona shares the same base: comfort with models, solid prompting, and tool fluency. The paths diverge in emphasis from here.

02 · 90-DAY TIMELINE

Days 31–60 · build & apply

Day 40
Grounding & retrieval
Make AI answer from your own sources — the core of real applications. **M5**

Day 50
Automation & agents
Turn prompts into workflows; understand agents and tool use. **M6**

Day 58
Evaluation
Judge quality, catch errors, measure if a prompt works. **M7**

Day 60
Milestone: you can build
A grounded mini-system and an evaluation habit — proof you can apply AI, not just use it.

PERSONA NOTE

Developers and domain experts go deepest here; career-changers and managers do lighter versions of M5–M6 and lean into evaluation and governance next.

50% OFF TODAY

Follow this 90-day plan — at half price today

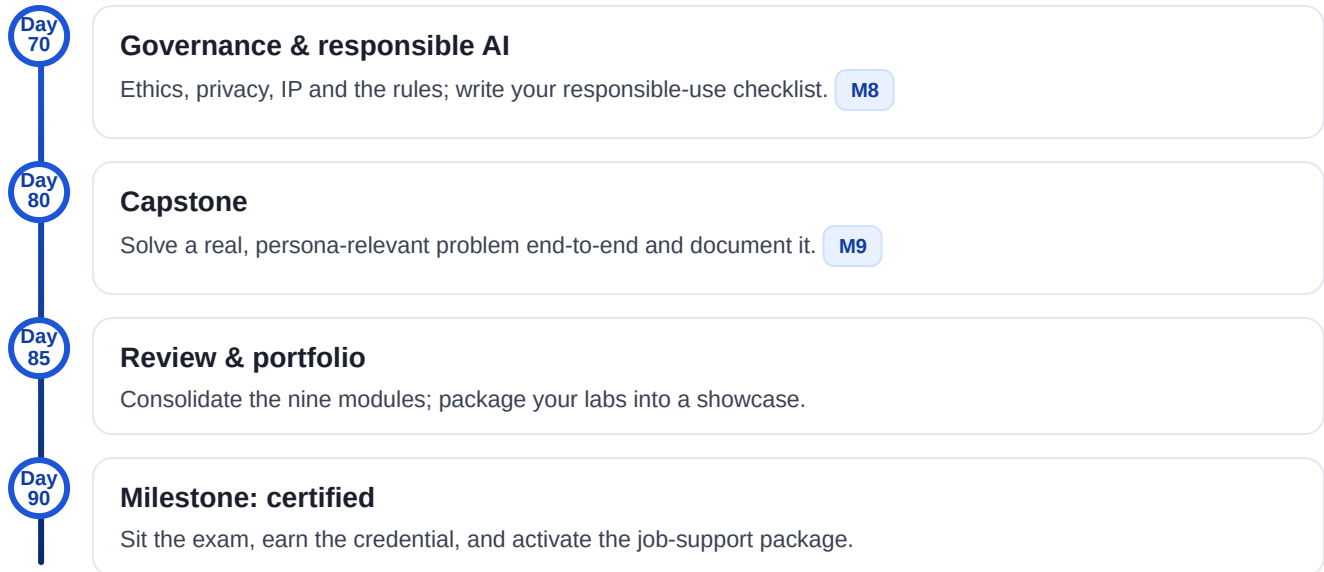
Every milestone here maps to a module taught hands-on in the GSDC AI Studio. Enrol today and claim a flat 50% saving on your seat.

Claim 50% off →

Applied at enrolment

02 · 90-DAY TIMELINE

Days 61–90 · prove & certify

**90-DAY OUTCOME**

A documented capstone, a portfolio of 12 labs, a responsible-AI checklist, and a globally recognised certification — whichever path you took to get there.

03 · FULL SYLLABUS

The 9 modules, in full

The shared curriculum behind all four pathways. Each module pairs concepts with Learn-by-Doing practice and maps to the timeline you just saw.

Module 1 Foundations of Generative AI

- What GenAI is and how it differs from traditional software
- Key terms: models, tokens, training, inference
- Where AI creates value across industries and roles

Module 2 How Large Language Models Work

- From data to predictions; context windows and cut-offs
- Why models hallucinate, and reading output critically
- Strengths and limits that shape real-world use

Module 3 Prompt Engineering

- Instruction–context–example and role prompting
- Step-by-step reasoning, formatting control, chaining
- Building and maintaining a reusable prompt library

03 · FULL SYLLABUS

Modules 4–6

Module 4 Tools & Multimodal

- Hands-on with leading assistants and image tools
- Choosing the right tool; comparing outputs
- Working with files, context and multimodal inputs

Module 5 Building with AI: RAG & Grounding

- Grounding answers in your own sources (retrieval)
- Connecting documents and data to a model
- The core pattern behind real AI applications

Module 6 Automation & Agents

- From prompts to repeatable workflows
- An intuition for agents and tool use
- Designing automation that saves time each week

48 HOURS ONLY

This is the curriculum — enrol within 48 hours

These nine modules power every persona pathway. Act within the next 48 hours to lock in the current enrolment offer before it closes.

[Secure my seat →](#)

Window closes in 48h

03 · FULL SYLLABUS

Modules 7–9

Module 7 Evaluating AI Output

- Judging accuracy, relevance, bias and tone
- Fact-checking workflows and when to trust an answer
- Simple ways to measure if a prompt is working

Module 8 Responsible AI & Governance

- Ethics, privacy, data handling and IP basics
- Regulatory landscape (incl. the EU AI Act) and governance roles
- Building a personal checklist for safe, transparent use

Module 9 Capstone & Implementation

- A real-world project tying the modules together
- Documenting prompts, tools and decisions like a pro
- Building a portfolio piece and preparing for the exam

THE THREAD

Concepts are always paired with practice. By Module 9 you're not recalling definitions — you're shipping a documented project tailored to your persona.

04 · LEARN BY DOING

12 hands-on activities

These build the portfolio that proves your skills. Each maps to a module and produces an artifact you can show. Adapt the topic to your persona's goal.

- 1 Pick-your-path plan**
Map your persona to a target role and a study schedule. (M1)

- 2 Explain a model**
Write a plain-English explainer of how an LLM works. (M2)

- 3 Prompt library**
Build 10+ reusable, tested prompt templates for your field. (M3)

- 4 Tool face-off**
Run one task across tools and document the differences. (M4)

- 5 Grounded assistant**
Make a model answer using only your uploaded source. (M5)

- 6 Mini-workflow**
Chain two prompts into a time-saving automation. (M6)

RISK-FREE · 50% OFF

Build a portfolio as you learn — risk-free

GSDC turns these activities into guided, expert-reviewed challenges, backed by a 7-day money-back guarantee. Enrol with nothing to lose and 50% off.

[Start risk-free →](#)

7-day money-back guarantee

04 · LEARN BY DOING

Activities 7–12

7

Evaluation rubric

Score real AI output against a quality rubric. (M7)

8

Responsible-AI checklist

Draft a one-page policy for safe AI use in your context. (M8)

9

Capstone build

Solve a real, persona-relevant task end-to-end and document it. (M9)

10

Portfolio page

Package your artifacts into a shareable showcase. (M9)

11

Mock interview / pitch

Practise explaining your work to a hiring manager or stakeholder. (M9)

12

30-day apply plan

Map how you'll use AI in your first month after certifying. (M9)

WHY LABS MATTER MOST

Reading builds awareness; doing builds skill — and a portfolio. These twelve artifacts are what turn “I studied AI” into “here's what I built.”

05 · THE EXAM

What to expect on assessment day

The roadmap ends in an assessment that checks understanding and applied skill. Here's the typical structure — confirm current specifics on the certification page before you book.

FORMAT

Online, scenario-based

Multiple-choice and applied questions delivered online, drawn from across the nine modules.

PREPARATION

Your labs are your prep

Complete the 12 activities and the capstone and you'll have practised everything the exam covers.

RETAKES

Supportive policy

GSDC programs are built around learner success, including resit options — check the current policy on the page.

GUARANTEE

7-day money-back

If the program isn't right for you within 7 days, a full refund is available under the published policy.

Exam structure described here is indicative of GSDC's certification format. Always verify the current format, duration, passing criteria, validity and fees on the official certification page before enrolling.

OFFER INSIDE

Finish your roadmap with a credential recognised in 90+ countries

Turn 90 days of work into something employers and peers can verify. A special enrolment offer is waiting on the certification page.

Get certified →

Globally recognised credential

05 · YOUR CREDENTIAL

A sample of what you'll earn

On passing, you receive a verifiable digital certificate to add to LinkedIn, your CV and your portfolio. Here's an illustrative example.



Illustrative only — name, ID and layout are examples. A globally recognised GSDC credential gives employers a fast, trustworthy way to verify your skills, whichever pathway you followed.

06 · JOB-SUPPORT PACKAGE

Support that doesn't stop at the exam

The roadmap is built to help you put new skills to work — whether that's a new role or new impact in your current one.

PROFILE

CV & LinkedIn optimisation

Position your credential and portfolio so recruiters find and shortlist you.

PORTFOLIO

Capstone showcase

Your capstone and labs become a portfolio that proves applied skill in interviews.

INTERVIEW

Practice & prep

Common AI-role questions, worked answers, and guidance on talking about your projects.

ACCESS

Lifetime updates

Revisit materials and refreshed tool coverage as the landscape evolves.

LEARN BY DOING

Every lesson pairs with a built-in, AI-powered challenge in the GSDC AI Studio, plus live expert-led sessions — so the skills on your CV are skills you've actually used.

Specific support features and availability may vary by program and region — confirm the current inclusions on the certification page.

HALF PRICE

Don't just learn AI — put it to work

The GSDC certification bundles the pathways, hands-on labs and job-support package into one program. Enrol now at half price and start building toward your goal.

Start the pathway →

Job support included

BRINGING IT TOGETHER

Your roadmap, on one page

Five steps from “where do I start?” to certified — whichever persona you are.

STEP 1

Pick your persona pathway.

STEP 2

Drop it onto the 90-day timeline.

STEP 3

Work the 9 modules + 12 labs.

STEP 4

Build a capstone & portfolio.

STEP 5

Certify & activate job support.

STEP 6

Apply your skills with proof.

Your first week

Don't wait for the perfect moment. This week: pick your persona, block a weekly study slot, open a tool, and run activity 1. Momentum beats motivation — the roadmap does the rest.

THE ONE IDEA TO HOLD ONTO

There's no single “right” way to learn generative AI — only the right way *for you*. Pick the path that fits, follow it for 90 days, and finish with proof.

WHERE TO GO NEXT

Pick a path. Start this week.

You've seen four pathways, a 90-day plan, the full syllabus, the labs, the exam and the support that follows. Everything you need to learn generative AI deliberately — instead of drifting — is in your hands.

CHOOSE

The persona that fits where you start.

COMMIT

A few hours a week for 90 days.

FINISH

Certified, with a portfolio to show.

The bottom line

The hardest part of learning AI was never the material — it was knowing where to start and following through. This roadmap solves both: a path matched to you, and a finish line worth crossing. The only step left is the first one.

LAST CHANCE · 50% OFF

Your roadmap is ready. Take the first step today.

You have the pathway, the timeline, the syllabus and the support. The only thing left is to begin — and right now you can start at 50% off. This is your last prompt in the brochure, so make it count.

Enrol & get certified →

Offer applied at checkout

© 2026 Global Skill Development Council (GSDC). Educational companion to GSDC's resources on how to learn generative AI. Personas and timelines are illustrative templates; adapt them to your situation. Verify current program, exam and pricing details on the official certification page.