

Professional Certificate in Applied AI Literacy

Build the clarity, credibility, and confidence to make **AI work** for you



12 Weeks

Comprehensive programme



Live, Expert-Led

World-class instruction



Globally Recognised

University-level standards



Work-Focused

Apply to your role immediately

Transform Your Career with AI Literacy

AI is transforming every industry, every role, and every workplace. From healthcare to finance, marketing to manufacturing, artificial intelligence is reshaping how we work, create, and solve problems. But there's a critical distinction that separates those who thrive in this new era from those who struggle: knowing AI exists is fundamentally different from knowing how to use it effectively, responsibly, and strategically. This programme bridges that gap with precision and purpose.

The Professional Certificate in Applied AI Literacy is a comprehensive 12-week programme that transforms working professionals into confident, capable AI practitioners. You won't just understand AI from a theoretical perspective—you'll master the tools, techniques, and strategies to implement it successfully within your organisation. Through expert-led instruction, hands-on workshops, and real-world application, you'll develop the skills that employers are actively seeking and the confidence to lead AI initiatives.

Navigate the AI Revolution with Confidence

This isn't about abstract concepts or technical programming. This programme is designed for working professionals who need practical, applicable AI skills they can use immediately. Whether you're a manager seeking to optimise team workflows, a marketing professional exploring content creation tools, or a business analyst looking to enhance data insights, this certificate provides the clarity and capability you need.

By the end of this programme, you'll have created a comprehensive AI Implementation Plan tailored to your specific role and organisation—a professional deliverable you can present to leadership, complete with problem analysis, solution design, risk management, and scaling strategies.



What Makes This Programme Different?

Choosing the right AI training programme is critical. Many courses offer surface-level overviews or overly technical deep dives that don't translate to workplace application. The Digital Learning Institute takes a different approach—one that's proven effective for over 5,000 professionals worldwide.



Practice-Based Learning

Learn by doing, not just listening. Every session includes hands-on practice with real AI tools. You'll experiment, iterate, and build confidence through application. This isn't passive education—it's active skill development.



Work-Focused Application

Apply AI to your actual job from day one. Build solutions for real problems you face in your organisation. Your coursework directly benefits your career, making learning immediately valuable and relevant.



Expert-Led Instruction

Learn from working AI specialists who bring the latest developments into every class. Our instructors combine technical expertise with teaching excellence, ensuring complex concepts become clear and actionable.



Outcome-Oriented

Graduate with a stakeholder-ready AI Implementation Plan and recognised certificate. You'll leave with tangible deliverables that demonstrate your expertise to employers and colleagues.

Who Should Enrol?

This programme is designed for working professionals and managers across industries who want to develop practical AI skills they can apply immediately. Whether you're leading teams, managing projects, creating content, or analysing data, AI literacy has become essential to staying competitive and effective in your role.

We welcome learners from all backgrounds and industries. Our alumni include healthcare administrators, financial analysts, marketing directors, HR professionals, educators, legal advisors, operations managers, and creative professionals. What unites them isn't their industry or technical background—it's their commitment to professional growth and their desire to leverage AI responsibly and effectively.

Perfect for:

- Leaders and managers seeking to drive AI adoption in their organisations
- Knowledge workers looking to enhance productivity and output quality
- Career changers wanting to future-proof their professional trajectory
- Team leads responsible for workflow optimisation and innovation
- Marketing professionals exploring AI-powered content creation
- Project managers implementing AI solutions across departments
- Business analysts seeking to leverage AI for data insights
- Professionals across all industries preparing for AI transformation



No Technical Background Required

This course is specifically designed for professionals across all industries and roles. You don't need programming skills, prior AI experience, or a technical degree. All you need is curiosity, commitment, and a desire to apply AI in your work.

Comprehensive 12-Week Curriculum

From AI Literacy to Practical Mastery

The curriculum is thoughtfully structured into two complementary phases. Phase 1 builds your foundational understanding of AI—the concepts, terminology, landscape, and frameworks you need to make informed decisions. Phase 2 focuses on hands-on application, guiding you through workshops with leading AI tools whilst developing your personalised AI Implementation Plan.

Phase 1: AI Literacy Foundation **Weeks 1–6 | Build Deep Understanding Before Application**

Establish a solid foundation in AI concepts, responsible practices, and organisational strategy. You'll learn what generative AI truly is, how to navigate the complex landscape of tools and platforms, implement ethical AI principles, work effectively with AI systems, and develop organisational AI governance frameworks.

Phase 2: Applied AI Skills **Weeks 7–12 | Hands-On Tool Workshops with Guided Project Development**

Apply your knowledge through intensive, practical workshops covering content creation, visual and multimedia generation, data analysis, workflow automation, project management, and strategic implementation. Each week, you'll master new tools whilst building your comprehensive AI Implementation Plan.

Phase 1: AI Literacy Foundation (Weeks 1–6)

Building expertise begins with understanding. Phase 1 establishes the conceptual foundation you need to make informed decisions about AI implementation, tool selection, and responsible use. These six weeks transform AI from a mysterious technology into a clear, comprehensible set of capabilities you can confidently navigate.

Week 1: Introduction to Generative AI

Understand what GenAI is, master key terminology, explore leading platforms, and trace AI's evolution from narrow AI to the generative revolution

Week 3: Responsible AI

Identify risks and limitations, apply ethical principles, ensure privacy and security, and understand regulatory compliance requirements

Week 5: Organisational AI

Explore governance frameworks, change management strategies, build versus buy decisions, and approaches to piloting and scaling

1

2

3

4

5

6

Week 2: The AI Landscape

Navigate LLMs and multimodal models, compare no-code versus API approaches, and develop frameworks for making informed tool selections

Week 4: Working with AI

Master structured prompting techniques, implement chaining and iteration strategies, and develop judgment for when not to use AI

Week 6: AI Use Case Adaptation Framework

Learn the DLI 6-step framework for AI implementation and begin developing your personalised AI Implementation Plan

Phase 2: Applied AI Skills (Weeks 7–12)

Phase 2 transforms knowledge into capability. Through intensive workshops with leading AI tools, you'll develop hands-on expertise whilst building your comprehensive AI Implementation Plan. Each week focuses on a critical capability area, combining tool mastery with strategic application to your specific role and organisation.

1

Content Creation Workshop

Master ChatGPT, Claude, and Gemini for professional writing, content generation, and communication enhancement

2

Visual & Multimedia Creation

Generate images with DALL-E and Midjourney, create presentations, design marketing materials with Canva AI and Gamma

3

Data Analysis & Insights

Analyse datasets, synthesise research with NotebookLM and Perplexity, generate actionable insights from complex information

4

Productivity & Workflow Automation

Build automations with Zapier, streamline workflows, eliminate repetitive tasks, and boost team efficiency

5

Project & Knowledge Management

Leverage Notion AI, manage projects effectively, build AI-enhanced knowledge bases and documentation systems

6

Integration, Presentation & Strategy

Finalise your Implementation Plan, present with confidence, integrate learning, and develop your ongoing AI strategy

What You'll Achieve

Practical Skills and Professional Outcomes

AI Tools You'll Master

Throughout the programme, you'll gain hands-on experience with the leading AI platforms and tools that professionals use daily. This isn't theoretical knowledge—you'll actively work with each tool, understanding its strengths, limitations, and optimal use cases.



ChatGPT



Claude



Gemini



DALL-E 3



Midjourney



Canva AI



Gamma



Perplexity



NotebookLM



Zapier



Notion AI



Many More

By Course Completion, You Will:

- Understand AI fundamentals with clarity and depth
- Confidently use leading AI tools in your daily work
- Create professional content with AI assistance
- Lead AI adoption initiatives in your organisation
- Manage change effectively and address resistance
- Design and run successful pilot programmes

Your Capstone: AI Implementation Plan

The course culminates in a comprehensive, stakeholder-ready AI Implementation Plan tailored to your role and organisation. This isn't just a course project—it's a professional deliverable you can present to leadership.



Problem Analysis

Clearly defined challenge with quantified impact



Solution Design

AI tools, workflows, implementation approach



Risk & Governance

Responsible AI practices and mitigation



Pilot Programme

Metrics, timeline, success criteria



Change Strategy

Stakeholder engagement and adoption



Scaling Roadmap

Long-term governance and growth

Professional Certification

Globally recognised credential backed by university-level standards. Includes LinkedIn badge and verified digital certificate to showcase your expertise.

Alumni Network Access

Join 5,000+ professionals worldwide. Ongoing learning resources, networking events, career support, and community forums.

Course Details & Enrolment

Everything You Need to Know

	
Duration & Time Commitment Duration: 12 weeks Weekly Time: 2–3 hours total Live Sessions: 90–120 minutes per week Homework: 30–60 minutes per week Total Investment: Approximately 30 hours	Format & Schedule Format: Live online plus recordings Platform: Zoom and Microsoft Teams Recordings: Available within 24 hours Materials: Accessible anytime Support: Weekly office hours with instructors

Upcoming Cohorts

Choose the cohort that best fits your schedule. Each cohort follows the identical curriculum with the same high-quality instruction. Spaces are limited to ensure personalised attention and meaningful interaction.

COHORT 1 January 2026 Starts: 15 January 2026 Ends: 10 April 2026 Day: Wednesdays Time: 6:00–8:00 PM EST Filling Fast	COHORT 2 March 2026 Starts: 5 March 2026 Ends: 28 May 2026 Day: Tuesdays Time: 7:00–9:00 PM EST Open Enrolment	COHORT 3 May 2026 Starts: 14 May 2026 Ends: 6 August 2026 Day: Thursdays Time: 6:30–8:30 PM EST Early Registration
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Investment in Your Future

 Individual Enrolment £1,495 Complete course access with all materials, live instruction, recordings, and certification. Enrol Now	 Corporate/Team (3+) £1,295 Per person for teams of 3 or more. Volume discounts available for larger teams. Custom cohorts available for groups of 10+. Contact Sales
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Prerequisites

✓ Required

- Computer with reliable internet connection
- Professional work experience in any field
- Weekly participation commitment
- Workplace use case or challenge to develop

✗ NOT Required

- Technical or programming background
- Computer science or coding skills
- Prior AI or machine learning experience
- Paid subscriptions to AI tools

Ready to Transform Your Career?

Join thousands of professionals who have mastered AI literacy and transformed how they work. The AI revolution isn't waiting—and neither should you. Whether you're looking to enhance your current role, prepare for career advancement, or lead AI initiatives in your organisation, this programme provides the clarity, capability, and confidence you need.



Choose Your Cohort

Select the start date and schedule that works best for your commitments



Complete Application

Quick online application takes just 5 minutes to complete



Adviser Call

15-minute conversation about your goals and expectations



Get Started

Receive welcome materials and begin your learning journey

Frequently Asked Questions

Can I complete this course whilst working full-time?

Absolutely! The course is specifically designed for working professionals. With 2-3 hours per week and flexible recording access, you can balance learning with your career. Many of our most successful students are full-time professionals who apply their learning immediately to their roles.

Do I need to purchase any AI tools?

No! Free versions of all tools covered in the programme are sufficient for learning and completing assignments. Optional paid upgrades (typically £15-25/month) offer enhanced features but aren't required for the course.

Is this course right for my industry?

Yes! The framework is industry-agnostic and has been successfully applied across sectors. We've had successful students from healthcare, finance, education, marketing, legal, manufacturing, retail, non-profit, government, and many more industries. The principles and tools are universally applicable.

What if I miss a live session?

All sessions are recorded and available within 24 hours of the live session. Whilst live attendance is ideal for interaction and networking, you won't miss any content if circumstances require you to watch recordings. You can also submit questions to instructors via the course platform.

Contact Us

Get in Touch

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Quick Links

- [Course Overview](#)
- [Upcoming Cohorts](#)
- [Corporate Training](#)
- [Alumni Network](#)
- [Blog & Resources](#)

Trusted Globally

5,000+ learners across 1,000+ organisations worldwide

Recognised by leading employers and backed by university-level standards