STUDY IQ Skills

GENAI FOUNDATIONS
AI MASTERCLASS
(40 HRS)

HERO

Accelerate your career with a practical, Hindi/Hinglish-first GenAI programme that teaches you how to think, prompt, build, automate, and present—using only free/freemium tools.

PROGRAMME SNAPSHOT

▶ **Duration:** 40 Hours (19 sessions × 2 hrs with one 4-hr deep-dive)

▶ **Mode:** 100% Live Online (recordings provided)

▶ **Language:** Hindi/Hinglish with English terminology

▶ **Assessments:** MCQ + mini-tasks + Home works

▶ **Capstone:** Launch a "AI Content Studio" (prompt kits, comms templates, multimedia assets, automation flow, portfolio)

▶ **Tools (free/freemium):** ChatGPT, Gemini, Claude, Canva, DALL·E/ Midjourney, Runway/Sora (demo), Lovable, Google Drive/Docs/Sheets , Microsoft Copilot, Make.com

▶ **Best for:** Students, early-career professionals, career switchers, entrepreneurs, educators

WHY THIS PROGRAMME (SALIENT FEATURES)

- **Depth over breadth:** tightly-scoped syllabus with extra time on hard topics (prompting, doc/data Q&A, safety, evaluation).

- **Live & hands-on:** faculty teaches live; every class ends with a tangible deliverable.

- **Bilingual clarity:** Hindi/Hinglish explanations, English terms retained for workplace use.

- **Portfolio-first:** session outputs compound into a capstone you can show to employers/clients.

- **Tooling that sticks:** only free/freemium tools so you can reproduce everything after class.

- **Community & support:** live doubt-solving + cohort groups; PrepInsta brings it for you with proven learning workflows.

WHAT YOU'LL LEARN (LEARNING OUTCOMES)

- **Use GenAI safely and effectively in day-to-day work; set goals, KPIs and guardrails.**

- **Prompt like a pro:** structure, few-shot, style control, reasoning, verification & citations.

- **Interrogate PDFs/Docs and Sheets; synthesise multi-source answers with references.**

- **Write professional Hindi/English emails, memos, SOPs, meeting notes and social posts.**

- ▶ **Produce AI-driven images, short videos and basic voice content aligned to Indian context.**

- ▶ **Build custom assistants (GPTs/Copilot/Gems) and automate small workflows (forms→sheets→AI summary→email).**

- ▶ **Design an evaluation rubric & golden set to check quality and reduce hallucinations.**

- ▶ **Package everything into a client-ready studio portfolio and ROI narrative.**

CURRICULUM SUMMARY (COMPRESSED)

- ▶ **Module 1 – AI Career Revolution:** roles, roadmaps, AI opportunity mapping.

- ▶ **Module 2 – Prompt Engineering & LLMs:** fundamentals, advanced prompting, bilingual control, structured outputs.

- ▶ **Module 3 – Docs/Data Q&A:** PDF/Doc Q&A; Sheets insighting; citation-first synthesis.

- ▶ **Module 4 – Writing & Communication:** emails/memos (Hindi/English), SOPs, meeting notes.

- ▶ **Module 5 – Productivity & Automation (Lite):** Docs/Sheets flows; forms→sheet logs; human-in-loop no-code automation.

- ▶ **Module 6 – Responsible AI & Evaluation: privacy, red-lines, rubrics, golden sets.**

- ▶ **Module 7 – Mini-Agents & Retrieval Basics:** task decomposition; when/when-not to use retrieval; tiny index patterns.

▶ **Module 8 – Capstone: assemble and present your Hindi AI Content Studio.**

Note: Each session ends with a mini-deliverable (prompt/template/asset/flow) that feeds your capstone. Session MCQs test the key skill from that class.

CAPSTONE (WHAT YOU BUILD)

▶ **Prompt Library:** reusable templates for research, writing, and analysis (Hindi-optimised).

▶ **Comms Kit:** email/memo/SOP/meeting-notes templates with tone & style controls.

▶ **Media Pack:** Canva creatives + short-form video script & edit; optional voice piece.

▶ **Automation Flow:** intake form → sheet log → AI summary → email draft (human-approved).

▶ **Portfolio & ROI:** before/after metrics, demo deck, and README for recruiters/clients.

PROGRAMME DIFFERENTIATORS (VS TYPICAL COURSES)

01 Focused scope (no tool sprawl), more time on fewer, critical workflows.

02 Explicit quality control (evaluation rubric, golden-set checks).

03 Bilingual delivery (Hindi/Hinglish) with English terms kept for workplace parity.

04 Practical, reproducible workflows—zero paid tools required.

FACULTY & DELIVERY

▸ **Faculty:** industry practitioners with vernacular teaching expertise; live delivery, structured demo-first classes.

▸ **Mentoring:** in-class doubt-solving + cohort channels for peer support.

▸ **Recordings:** available for the entire validity to rewatch at your own pace.

▸ **Powered by PrepInsta:** learning playbooks and project design refined for outcomes.

WHO SHOULD JOIN

▸ Students and freshers targeting AI-augmented roles.

▸ Working professionals seeking productivity gains in content, ops, support, PM, teaching.

▸ Freelancers and small-business owners needing low-cost AI leverage.

▸ Educators building GenAI-friendly classrooms and administrative workflows.

OUTCOMES (CAREER & BUSINESS)

▶ **Portfolio:** studio site/folder with all artifacts, demos and documentation.

▶ **Employability:** interview-ready talking points (prompts, evaluation, automation).

▶ **Client-readiness:** service menu + pricing starter for micro-gigs and retainers.

LOGISTICS

▶ **Start Date / Days / Time: 11th October - 7:30 PM**

▶ **Validity: 6 months (recordings + resources)**

▶ **Pricing:** Recommend ₹6,000+ based on depth, live delivery and capstone value.

▶ **Certificate:** GenAI Foundation Certificate

Test Series

Module	Session	Hours	Date	Class Timing
Module 1: AI Career Revolution for Professionals	Session 1: Digital Revolution & GenAI Career Transformation	2	10/11/2025	Sat 7:00 PM - 9:00 PM
	Session 2: AI Types & Ecosystem for Professionals	2	10/12/2025	Sun 7:00 PM - 9:00 PM
	Session 3: AI Implementation Strategy for Businesses	2	10/25/2025	Sat 7:00 PM - 9:00 PM
Module 2: Prompt Engineering, Advance Prompting & LLMs	Session 4: Prompt Engineering Fundamentals & Language Optimization	2	10/26/2025	Sun 7:00 PM - 9:00 PM
	Session 5: Advanced Prompting & Cultural Context	2	11/1/2025	Sat 7:00 PM - 9:00 PM
	Session 6: LLM Mastery & Content Workflows	2	11/2/2025	Sun 7:00 PM - 9:00 PM
Module 3: Professional Content Authority	Session 4: Prompt Engineering Fundamentals & Language Optimization	1-2	11/8/2025	Sat 7:00 PM - 9:00 PM
	Session 8: Email Marketing, Blogging & SEO	2	11/9/2025	Sun 7:00 PM - 9:00 PM
	Session 9: Content Strategy & Performance Optimization	2	11/15/2025	Sat 7:00 PM - 9:00 PM
Module 4: Image, Video & Audio Content Creation	Session 10: AI Image Creation for Businesses	2	11/16/2025	Sun 7:00 PM - 9:00 PM
	Session 11: Video Content Creation Basics	2	11/22/2025	Sat 7:00 PM - 9:00 PM
	Session 12: Audio Content & Voice Generation	2	11/23/2025	Sun 7:00 PM - 9:00 PM

Test Series

Module	Session	Hours	Date	Class Timing
Module 5: Personal AI Assistant Developer	Session 13: Custom GPTs for Business Applications	2	11/29/2025	Sat 7:00 PM - 9:00 PM
	Session 14: Google Gems & Microsoft Copilot Integration	2	11/30/2025	Sun 7:00 PM - 9:00 PM
Module 6: No Code Automation Specialist	Session 15: No Code App Development for Services	2	12/6/2025	Sat 7:00 PM - 9:00 PM
	Session 16: Make Platform & Automation Workflows	4	12/7/2025 & 12/13/2025	Sat 7:00 PM - 9:00 PM. Sun 7:00 PM - 9:00 PM
Module 7: Content Studio Business Development	Session 17: Content Studio Setup & Service Design	2	12/14/2025	Sun 7:00 PM - 9:00 PM
	Session 19: Content Studio Build & Launch	2	12/20/2025	Sat 7:00 PM - 9:00 PM
Module 8: Careerv + Freelancing Transformation & Client Readiness	Session 20: LinkedIn Optimization & AI Powered Resume Building	2	12/21/2025	Sun 7:00 PM - 9:00 PM