

Generative AI Certification Program

[Course Curriculum: Your 14-module Learning Plan](#)

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About Hireyy

Hireyy is a leading e-learning platform providing live instructor-led interactive online training. We cater to professionals and students across the globe in categories like Big Data & Hadoop, Business Analytics, NoSQL Databases, Java & Mobile Technologies, System Engineering, Project Management and Programming, Finance, Accounting, and Human resource. We have an easy and affordable learning solution that is accessible to millions of learners. With our students spread across countries like the US, India, UK, Canada, and many others, we have built a community of over 14000+ avid learners across the globe.

About Course

Hireyy's Generative AI program will help you gain expertise in planning, monitoring, requirement gathering and analysis, introduction to data mining and modelling, and stake holder management. This Generative AI training and placement course is a gateway towards your career as a Generative AI with mock interviews and references for the 4 super organizations.

Recruiters of Powered Companies



What happens if a professional skips a Generative AI Certification in today's job market?

The Generative AI role has quietly become one of the most competitive and filtered roles in today's job market.

Companies are no longer hiring "AI enthusiasts" or people who just know tools.

They are hiring ready-to-deploy AI professionals who can build, automate, and solve real business problems using AI.

Entering the AI space without structured certification and real project exposure is no longer a risk it is a guaranteed disadvantage.

What is actually happening in Generative AI interviews today?

For every single Generative AI role

80 to 120 candidates apply

Out of these

Only 10 to 15 reach interview rounds

Only 3 to 4 reach final discussions

And only **one candidate** gets selected

Why Because most candidates

- **Cannot build real AI use cases**
- **Cannot design workflows or automation logic**
- **Have never worked on AI tools in real scenarios**
- **Do not understand prompt structuring or model behavior**
- **Fail to explain solutions in a business context**

Without certification, competition happens against candidates who already have hands-on project experience, tool mastery, and portfolio-ready AI applications.

This is not competition This is **"self elimination"**

How do certified Generative AI professionals dominate interviews?

Certified Generative AI professionals

- Speak in structured problem solving approaches
- Convert business problems into AI-driven solutions
- Present AI workflows, automation systems, and applications confidently
- Explain real-world use cases like customer support bots, content automation, research assistants, and AI dashboards with clarity

Answer scenario-based questions without hesitation

- Interview panels immediately recognize
- This candidate can contribute from Day 1
- That single difference separates selection from rejection

Why do companies prefer certified Generative AI professionals?

Organizations prefer certified Generative AI professionals because they

- Reduce manual effort through automation
- Deliver structured AI solutions and workflows
- Minimize errors through optimized prompts and logic
- Improve productivity and decision making
- Communicate AI-driven solutions clearly in business terms

Hiring managers prioritize candidates who already understand how real AI implementations work, not those who need months of training.

Certification has shifted from optional to expected

Module 1 Generative AI Foundations

- What is AI vs ML vs Generative AI
- Evolution of AI (Traditional → Deep Learning → LLMs)
- Real-world use cases across industries
- AI roles: Prompt Engineer, AI Analyst, Automation Specialist
- Understanding AI ecosystem

Module 2 Large Language Models (LLMs) Deep Dive

- How LLMs work (simplified)
- Tokens, embeddings, context window
- Transformer basics
- How models generate responses
- Limitations: hallucination, bias

Module 3 Prompt Engineering Mastery

- Prompt frameworks (Role, Context, Task)
- Few-shot vs zero-shot prompting
- Chain of thought prompting
- Prompt optimization techniques
- Reducing hallucination

Module 4 AI Tools & Platforms

- ChatGPT, Claude, Gemini, Perplexity
- Differences & use-case mapping
- No-code AI tools
- AI productivity stack
- Choosing right tool for right task

Module 5 AI for Business Productivity

- AI in marketing, HR, finance, operations
- Content generation & automation
- Resume, email, reports automation
- AI for research & decision making
- Workflow optimization

Module 6 Multimodal AI (Text + Image + Audio)

- Image generation (DALL-E, Midjourney basics)
- Text-to-image workflows
- Speech-to-text & text-to-speech
- Image understanding
- Use cases in real business

Module 7 Multimodal AI (Text + Image + Audio)

- Automation tools (Zapier, Make, n8n basics)
- Connecting AI with APIs
- Multi-step workflows
- Automating repetitive tasks
- Business process automation

Module 8 AI Agents & Intelligent Systems

- What are AI agents
- Memory & context retention
- Task chaining
- Function calling basics
- Building simple AI agents

Module 9 AI Application Building (No-Code + Low-Code)

- Building AI apps using tools like Streamlit / Bubble
- Backend + frontend basics
- User input/output handling
- Connecting prompts to UI
- Deployment basics

Module 10 Python for AI Integration

- Basics of Python for AI
- API integration
- JSON handling
- Writing AI scripts
- Error handling

Module 11 AI Data Handling & Retrieval

- What is RAG (Retrieval Augmented Generation)
- Using external data with AI
- Vector databases basics
- Knowledge-based AI systems
- Practical use cases

Module 12 AI Optimisation & Performance

- Token usage & cost control
- Prompt optimization
- Latency & speed improvement
- Output structuring (JSON)
- Monitoring AI performance

Module 13 Capstone Project – Build Real AI Solution

- Problem identification
- Designing an AI solution
- Building chatbot/automation system
- Integrating tools + APIs
- End-to-end implementation

Module 14 AI Monetisation & Career Launch

- Freelancing with AI
- Building AI products
- Pricing strategy
- Portfolio building
- Interview preparation & job roles