Applied AI Skills

12-Week Certificate Course

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Upright

Upright Education helps people build in-demand skills by teaming up with colleges and mission-driven organizations to offer practical, career-focused training programs built for today's job market.

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Overview

The Growing Demand for Applied AI Skills

AI is rapidly changing how work gets done across nearly every industry and role. Employers increasingly need professionals who can do more than experiment with AI–they need people who can use it effectively, apply it to real business challenges, and build practical solutions that improve how teams work.

From AI Tools to Real-World Solutions

Applied AI combines effective prompting, critical evaluation, workflow design, and automation. These skills allow professionals to turn AI from a standalone tool into a reliable part of their work–helping them create stronger content, analyze information, make informed decisions, automate repetitive tasks, and build AI-powered systems that deliver measurable value.

Learning Outcomes

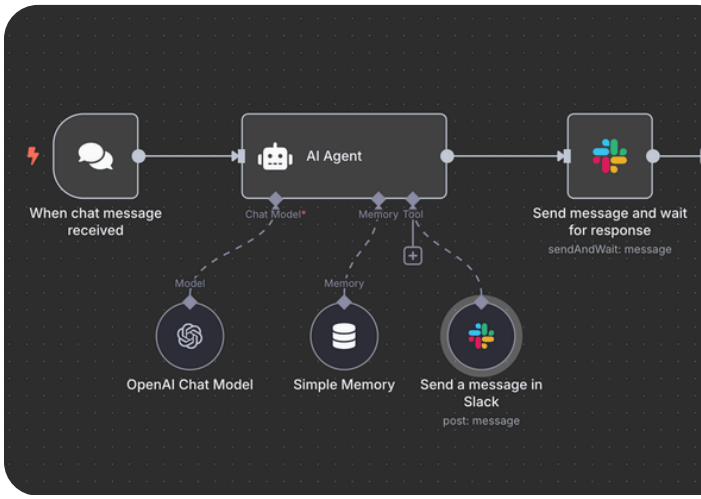
By completing this certificate program, you will:

- Create effective prompts for research, content, analysis, decision-making, and more
- Evaluate and improve AI outputs for accuracy, relevance, and consistency
- Build reusable AI tools tailored to professional needs
- Identify and map workflows that can benefit from AI automation
- Design functional AI agents using no-code platforms

HIGH-GROWTH, HIGH-DEMAND

In the U.S., postings mentioning “AI agents” and “AI Prompting” have grown nearly 200× since 2021.

- **No coding needed**
- Build practical, portfolio projects
- Future-proof your career



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Is It For You?

This course is designed for professionals who want to move beyond basic AI use and develop practical skills they can apply in the workplace. No coding background is required. It is ideal for learners seeking to improve their performance, advance their careers, or build more efficient ways of working.

Career-Focused Professionals

Why this course?:

- Build in-demand AI skills
- Create portfolio-ready projects
- Prepare for career advancement

Professionals & Team Leaders

Why this course?:

- Work faster and more effectively
- Automate repetitive tasks
- Lead AI adoption with confidence

Founders, Builders, & Entrepreneurs

Why this course?:

- Increase capacity with AI
- Build without developers
- Scale your work and services



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Inside the Experience



MASTER PRACTICAL AI SKILLS

Learn how to use generative AI for research, content, analysis, communication, decision-making, and real workplace problem-solving.

HANDS-ON PROJECTS + AI TOOLKIT ASSIGNMENTS

Apply what you learn each week through guided exercises and practical projects based on realistic professional needs and challenges.

BUILD CUSTOM AI TOOLS

Create reusable prompt libraries and custom GPTs tailored to your role, recurring responsibilities, and professional objectives.



DESIGN AI AGENTS & AUTOMATIONS

Move beyond one-off tasks by building no-code AI agents that connect tools, follow logic, and automate multi-step workflows.

LIVE WEEKLY EXPERT INSTRUCTION

Join a live instructor-led session each week for demonstrations, guided practice, project feedback, and emerging developments in AI.

PORTFOLIO-READY CAPSTONE

Complete and present a functional AI solution that demonstrates your ability to apply AI skills to a meaningful real-world challenge.

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Structure

Assessment & Grading

Your progress will be evaluated through weekly Toolkit Assignments, hands-on exercises, and your Capstone Project.

- **Weekly Assignments:** 60% (10 total)
- **Capstone Project:** 40% (final presentations + reflection)

To pass, you must

- Complete all assignments
- Attend at least 10 of 12 live sessions
- Achieve a minimum of 80% overall

Course Schedule & Deadlines

- **Live Sessions:** Once weekly (1 hour) from 7:00 pm - 8:00 pm EST
- **Assignments:** Last day of the week at 11:59 pm EST
- **Capstone Project:** Due in the final week, with presentations in the live session wrapping up week 6 & 12

Tools & Technology

- **Included:** ChatGPT and Zapier (subscription provided during program)
- **Required:** Laptop/desktop with internet access, Chrome or Firefox recommended
- **Optional:** Google Workspace tools (Docs, Sheets)

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Expectations

Accessibility & Accommodations

We are committed to inclusive learning. Accommodations (e.g., captioned recordings, extended deadlines, alternative assignments) are available upon request. Please notify your instructor or support staff at enrollment.

Policies

- **Attendance**: Recommended at all live sessions; minimum 10 required.
- **Late Work:** Assignments accepted up to 2 days late with a penalty; contact instructor for emergencies.
- **Academic Integrity:** Original work required. Use of AI is encouraged when aligned with assignment goals, but all work must reflect your own learning.
- **Refunds & Withdrawals:** Full refund available within 5 days of enrollment. After that, no monies eligible for a refund.

Outcomes

While completion of **this program does not guarantee a job**, our goal is to give you the skills, confidence, and resources to pursue your next opportunity. Career coaches will work with you to:

- Translate your new skills into portfolio assets and resumes,
- Identify ways to showcase AI expertise in your current role,
- Explore potential career paths and advancement opportunities.

We'll support you in moving toward your professional goals, but success ultimately depends on your own effort, experience, and the job market.

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Community

Instructors

You'll be learning directly from professionals who actively use AI every day in fields like marketing, consulting, tech, and operations. To give you a clearer picture of who's leading your learning journey, here's a sample instructor profile that reflects the type of expertise you can expect in this program:



Joseph Rosenbaum

Founder & CEO

Synaptic Labs

Career & Learner Support

Alongside your instructors, you'll have access to dedicated support staff who help ensure you stay on track and get the most out of your learning experience.



Alex Horner

Learner Support

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Erica Peryga

Career Coach

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Collaboration & Community Discord

Learners are encouraged to connect through:

- Discussion forum on our Discord workspace and community
- Peer feedback on assignments and classroom engagement
- Group work throughout the course

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Curriculum

Week 1

INTRODUCTION TO AI PROMPTING

Get oriented with generative AI and prompt engineering. Learn how AI models like ChatGPT work, what they can and can't do, and how to begin crafting effective prompts for real-world applications.

- Understand the basics of generative AI and large language models
- Learn the principles of prompt engineering and response shaping
- Identify strengths and limitations of AI tools for different use cases

Toolkit Assignment: Create a simple prompt for a chat-based application, demonstrating your understanding of how AI responds to prompt structure and intent.

> "I went from casually messing around with ChatGPT to writing prompts that save me hours at work and helped me land a promotion.
>
> **- James R.**
> Marketing Team Lead



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Week 2

WRITING WITH AI: STRUCTURE, VOICE, AND IMPACT

Level up your prompting skills by crafting structured, multi-layered prompts that generate high-quality, audience-specific content across formats and tones, streamlining both creative and strategic workflows.

- Use prompt frameworks to create targeted marketing and business content
- Guide ChatGPT to adjust tone, voice, and format
- Develop multi-step prompts for ideation, copywriting, and personalization
- Apply techniques to outputs like emails, blog posts, and campaign assets

Toolkit Assignment: Develop a prompt or prompt sequence to generate a branded content piece—such as a blog post, email sequence, or product description—tailored to a specific audience and objective.

Week 3

TURNING PROMPTS INTO BUSINESS INTELLIGENCE

Unlock the power of AI as a decision-making partner. This week, you'll learn how to design prompts that surface insights, streamline workflows, and support real business outcomes—from strategy to analysis to communication.

- Use prompts to extract trends, synthesize research, and inform decisions
- Learn how to create custom workflows for different business functions (e.g., marketing, ops, HR)
- Analyze how companies are integrating AI across teams and industries
- Explore prompt-driven use cases for content strategy, reporting, and planning

Toolkit Assignment: Design and test a prompt that analyzes business data or simulates decision-making for a real-world scenario, such as identifying growth opportunities or summarizing customer insights.

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Week 4

SYSTEMATIZING YOUR AI WORKFLOW

Take your prompting from one-off tasks to scalable systems. This week, you'll learn how to build structured prompt libraries and create a Custom GPT that solves a real operational need—making AI a repeatable, reliable part of your workflow.

- Develop a reusable prompt library to streamline routine tasks across departments
- Build a Custom GPT tailored to your role, team, or business objective
- Learn how to embed AI into processes for consistency and speed
- Explore documentation techniques to maintain and scale your AI assets

Toolkit Assignment: Create a Custom GPT using ChatGPT Plus, supported by a set of reusable prompts that improve the efficiency of a business workflow you frequently perform or manage.

Week 5

DEBUGGING PROMPTS & LEVELING UP OUTPUT

Every great AI pro knows that strong results come from iteration. This week is all about troubleshooting, tuning, and pushing your prompts further. You'll learn how to spot weak spots in output, refine your language, and experiment with advanced techniques to get sharper, smarter results from AI.

- Diagnose why prompts underperform—and how to fix them
- Practice rapid iteration techniques to improve clarity, tone, and relevance
- Learn strategies to reduce hallucination, bias, or vague responses
- Apply advanced prompt patterns to produce more consistent and high-impact results

Toolkit Assignment: Choose an existing prompt (yours or provided) and run a refinement sprint—testing variations, debugging output, and documenting your final optimized version with improved results.

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Week 6

MIDTERM PROJECT

Apply everything you've learned in a midterm project that showcases your skills. You'll also explore where AI prompting is headed and how to position yourself for future career opportunities.

- Present your midterm AI project using real-world application of your skills
- Learn about emerging trends and developments in AI prompting
- Explore roles and career paths enabled by prompt engineering

Toolkit Assignment: Deliver your midterm project presentation, including your prompt design, use case rationale, and a reflection on the outcome and future applications.

Week 7

SPOTTING AUTOMATION OPPORTUNITIES

Build a foundation in generative AI and prompt design. Explore how models such as ChatGPT operate, where their strengths and limits lie, and how to start writing useful prompts for practical, real-world needs.

- Identify and evaluate tasks suitable for AI-driven automation
- Break complex processes into logical, automatable components
- Use tools like NotebookLM to organize research and task inputs
- Learn the building blocks of agent behavior: triggers, decisions, and actions

Toolkit Assignment: Create a one-page brief identifying 2–3 workflows in your current work or business that could be automated using AI agents. Include a short rationale for each, focused on potential impact and feasibility.

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Week 8

MAPPING THE AGENT'S WORKFLOW

Before an agent can act, it needs structure. This week, you'll learn how to design clear, step-by-step workflows by identifying triggers, actions, and outcomes. You'll use visual tools to map out logic flows, uncover dependencies, and prepare for automation with precision.

- Translate real-world tasks into workflow logic: triggers, inputs, and outputs
- Use Miro to create a visual workflow diagram for your chosen use case
- Apply systems thinking to identify weak points, redundancies, and gaps
- Finalize one automation scenario to develop into an AI agent

Toolkit Assignment: Choose one of your Week 1 workflow ideas and create a detailed process map. Identify the key components—inputs, steps, decision points, tools, and outputs—needed to automate the task successfully.

> "A month ago, I didn't even know what an AI agent was and now I've built ones that are being used by my team to build pipeline faster and help my reps close more deals.



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Week 9

BUILD AND DEPLOY YOUR FIRST AI AGENT

It's time to bring your workflow to life. This week, you'll use no-code automation platforms and AI tools to build your first functioning agent—one that can trigger, act, and respond intelligently to your defined use case.

- Use no-code tools like Make.com, Zapier, or n8n to connect apps and actions
- Integrate ChatGPT Plus for dynamic responses, generation, or decision-making
- Build your agent's logic: trigger conditions, API calls, and content output
- Troubleshoot, test, and refine your automation to ensure reliable performance

Toolkit Assignment: Build and document a working AI agent that completes a real workflow using at least two connected tools. Submit a short demo showing how your agent operates from trigger to output.

Week 10

LAUNCHING & OPERATIONALIZING YOUR AI AGENT

This week is all about going from prototype to production. You'll develop a rollout plan for your agent, consider adoption strategies, and address real-world implementation challenges like stakeholder buy-in, monitoring, and governance.

- Build an adoption plan that ensures your agent adds value, not friction
- Apply change management principles to introduce automation to your team
- Define rules and responsibilities for ethical, secure, and reliable AI usage
- Create a system for monitoring performance and maintaining quality

Toolkit Assignment: Build a governance framework for your AI agent that outlines usage policies, ethical considerations, data privacy standards, and quality assurance measures to ensure safe, compliant, and sustainable deployment.

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Week 11

EXPANDING WITH AGENT CHAINS & MULTI-STEP LOGIC

Now that you've built and deployed a single-path agent, it's time to expand your thinking. This week, you'll learn how to design more powerful automations by chaining multiple actions together and introducing branching logic. You'll create agents that can handle multiple scenarios, adapt based on inputs, and scale across use cases.

- Break your agent into modular tasks that can be chained together
- Add conditional logic to handle multiple outcomes or decision paths
- Design branching workflows that adjust based on user input or data
- Explore how to build agents that trigger or pass data to other agents or tools

Toolkit Assignment: Extend your existing agent by adding a new step, branch, or decision path. Submit a visual map and logic breakdown of how your agent now handles different scenarios or expands functionality.

> "I started out using AI for basic questions. Now I've built tools and automations my team uses every week to save time, improve our work, and move projects forward faster.



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Week 12

REFINE, SCALE, AND SHOWCASE YOUR AGENT

In your final week, you'll refine and document your AI agent, then present your complete workflow as a real-world solution. This is your opportunity to showcase the skills you've gained–from mapping and building to scaling and governing a fully functional AI agent.

- Run final tests and polish your workflow for clarity and reliability
- Prepare supporting materials: logic maps, toolchain overview, governance summary
- Present your agent's purpose, structure, and business value
- Reflect on your learning journey and outline future enhancements

Toolkit Assignment: Submit your final agent package, including:

- A recorded 3-5 minute presentation or written walkthrough
- Final workflow map and visual logic diagram
- Governance framework
- Reflection on use case, performance, and next steps

Completion

CERTIFICATE OF COMPLETION

Gain real-world skills and earn a recognized credential.

The course includes online content, live sessions, readings, and hands-on projects. To earn your award of completion, you must attend live sessions, complete all assignments, and receive a passing grade.



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FAQs

DO I NEED A TECHNICAL BACKGROUND TO SUCCEED IN THIS COURSE?

No technical or coding background is required. The program begins with foundational AI skills and progresses step by step into building no-code agents and automated workflows. Basic comfort with common digital tools is all you need.

WHAT MAKES THIS COURSE DIFFERENT FROM OTHER AI OR AUTOMATION COURSES?

This program takes you from using AI effectively to building practical AI solutions. You'll develop strong prompting skills, create custom tools, and build no-code agents that automate real workflows—all within one connected learning experience.

WHAT WILL I BE ABLE TO DO AFTER COMPLETING THIS COURSE?

You'll be able to create effective prompts, evaluate AI outputs, build custom GPTs, identify automation opportunities, and design AI agents that complete structured, multi-step workflows.

WILL I EARN A CERTIFICATE UPON COMPLETION?

Yes. Learners who complete the required assignments, meet attendance expectations, and achieve the minimum passing grade will receive a certificate of completion.

WHAT TOOLS OR SOFTWARE DO I NEED FOR THIS COURSE?

You'll work with tools such as ChatGPT, Claude, and Zapier, and other leading AI and no-code platforms. A laptop or desktop computer with reliable internet access is required.

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FAQs

DO I NEED TO PURCHASE ANY SOFTWARE?

No additional software purchases are required. Access to ChatGPT Plus and Zapier is included during the program. Other tools used in the course are free or offer free-tier access.

CAN I USE DIFFERENT TOOLS THAN THE ONES TAUGHT?

Yes. We focus on widely used, beginner-friendly platforms, but the prompting, workflow design, automation, and governance skills you learn can be applied across other tools.

IS THERE ANY LIVE INSTRUCTION OR COACHING?

Yes. In addition to self-paced course content, you'll attend a weekly one-hour live session led by an experienced instructor.

WILL I HAVE SOMEONE TO HELP ME IF I GET STUCK?

Yes. Your instructor and learner support team are available to answer questions, help you work through challenges, and keep you progressing throughout the program.

ARE THERE ASSIGNMENTS OR HANDS-ON PROJECTS?

Yes. You'll complete practical weekly assignments, build reusable AI tools, and finish the program with a capstone project based on a real-world challenge.

HOW MUCH TIME SHOULD I EXPECT TO SPEND EACH WEEK?

Expect to spend approximately 8–10 hours per week completing lessons, hands-on exercises, assignments, project work, and the weekly live session.

HOW LONG WILL I HAVE ACCESS TO THE COURSE?

You'll have full access to course materials, tools, and support throughout the 12-week program, with continued access to course content for two months from completion.

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FAQs

CAN I ENROLL FROM OUTSIDE THE U.S.A.?

At this time, enrollment is only open to learners located within the U.S.A.

HOW WILL THIS COURSE HELP MY CAREER?

You'll build practical AI skills that can improve your performance, strengthen your resume, support a promotion, and help you stand out when pursuing new opportunities.

WHAT KIND OF SUPPORT DO I GET FOR CAREER DEVELOPMENT?

You'll have access to career coaches who can help you identify how to apply your new skills, articulate your value to employers, and take the next step in your professional growth.

IS THIS COURSE GOOD FOR ENTREPRENEURS OR FREELANCERS?

Yes. You'll learn how to use AI to work more efficiently, improve client services, automate recurring processes, and expand your capacity without adding staff.

HOW MUCH DOES THE COURSE COST?

The full program is priced at $2,695, which includes all tools, support services, and your certificate.

DO YOU OFFER FINANCING OPTIONS?

Yes, we offer flexible payment options, including buy now, pay later. You'll see these options at checkout.

CAN MY EMPLOYER PAY FOR THIS COURSE?

Absolutely. We can provide invoices or documentation to support employer reimbursement or tuition assistance programs.

DO YOU OFFER REFUNDS?

Yes, we offer a 5-day refund period from your start date.

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Want to know more?

Contact Us

If you have any questions about the program or the admissions process, feel free to get in touch using the email address below or give us a call. You can also apply directly via our website.

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