



Course Syllabus

AI Essentials

- CPD Accredited Online Course
- Duration: 5 Weeks
- Minimum 13 CPD Hours
- Delivered via Live Online Webinars

Course Overview

This CPD accredited online live training equips professionals with the practical knowledge and hands-on experience needed to confidently integrate AI and ChatGPT into their day to day work. Designed for knowledge workers across all industries, the course focuses on safe, structured and effective AI use with no prior experience required.

Key Topics Covered:

- Prompt engineering using the TIPTOE framework
- Customising ChatGPT to match your role and communication style
- Building your own AI assistant (Custom ChatGPT)
- Ethical, secure and responsible AI usage
- Real-world projects tailored to your business environment

Live Training Sessions (Online):

- 3x 2-hour live online webinars (Weeks 1–3)
- 1x 1-hour live online Q&A (Week 4)
- Week 5: Submission of final project

Assignments & Final Project:

- Build and submit a working GPT tailored to your role
- Gain real-time feedback and support
- Project submission is required to receive certification
- There is no pass/fail grading – the goal is to ensure engagement and that participants walk away with a practical, usable GPT for their daily tasks
- The course tutor will review and provide personalised feedback to help refine each project before use



Week	Focus Area	Activities
Week 1	AI Fundamentals & ChatGPT Setup	Introduction to AI, customising ChatGPT, guided setup exercise
Week 2	Prompt Engineering (TIPTOE Framework)	Live prompt-building, real-world case studies, hands-on practice
Week 3	AI Safeguards & Custom GPTs	Data privacy, GPT use cases, build-your-own GPT session
Week 4	Live Q&A + Final Project Prep	Interactive Q&A session and 1:1 guidance
Week 5	Project Submission & Certification	Finalise and submit your custom business GPT project

Additional Resources:

- Curated readings, podcasts and prompt templates
- Full access to tutor via email for support

Minimum Requirement:

- A **paid ChatGPT account** (Plus, Teams or Enterprise) is required to access the tools and features used throughout the course



| Learning Outcomes

By the end of this course, you will:

- Customise ChatGPT to your unique role and workflow
- Apply prompt engineering using the TIPTOE method
- Build a fully functioning GPT assistant for work
- Understand the ethical risks and safe use of AI
- Receive a CPD accredited certificate of completion
- Walk away with a ready-to-use AI tool aligned to your daily tasks

