



# Certified AI Foundation Associate (CAIFA)

Duration: 40 Hours | Suitable for Non Engineering Candidates



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# The Rise of AI



Artificial Intelligence is transforming industries across the world, and Generative AI is at the center of this transformation.

From automated content generation and intelligent assistants to advanced data analysis and workflow automation, Generative AI is reshaping how organizations operate and innovate.

Businesses are increasingly adopting AI to improve productivity, decision-making, and customer experiences. As a result, there is a growing demand for professionals who understand how to use, implement, and build AI-powered solutions.

The SM-ACE AI Program prepares learners with the practical skills required to work with modern AI tools and technologies.

Participants gain both conceptual understanding and hands-on experience, enabling them to apply AI in real-world scenarios and career opportunities.

# Why SM-ACE



As part of a visionary initiative by Sumit Shukla, MD and CEO of Scholars Merit, SM-ACE is on a strategic mission to establish 10 premium AI Centres of Excellence across India and make the country AI-ready. This expansion is designed to democratize high-end technology by bringing industry-aligned AI ecosystems directly into Tier 2 and Tier 3 campuses. Moving beyond the limitations of generic online courses, SM-ACE functions as a dedicated, campus-integrated innovation hub where students progress from basic AI awareness to verifiable, practical capability. The network represents a significant leap in national employability, ensuring that the next generation of professionals, regardless of geography, is equipped to lead in an AI-first global economy.

For more details, visit [www.scholarsmerit.com/sm-ace.html](http://www.scholarsmerit.com/sm-ace.html)

# About Scholars Merit

Scholars Merit is a dynamic online platform dedicated to fostering holistic growth across education and professional development. Our mission is to empower individuals with the knowledge, skills, and confidence required to succeed in both academic and corporate environments.

Our multifaceted approach focuses on comprehensive development programs designed for students, young professionals, and individuals preparing for career advancement. From K–12 learning support to advanced interview preparation and career readiness programs, Scholars Merit aims to create meaningful learning experiences that bridge the gap between education and industry expectations.

At Scholars Merit, we seamlessly integrate educational expertise with corporate insight to build an inclusive ecosystem where students grow, professionals excel, and organizations thrive.



# Program Highlights



## Hybrid Learning Experience

A flexible learning model combining offline classroom sessions and live online instruction, enabling participants to learn effectively while gaining practical exposure.



## Hands-on AI Projects

Work on real-world AI applications and practical projects that help you apply AI concepts to solve real business and productivity problems..



## Beginner Friendly – No Coding Required Initially

The program is designed to help learners start with AI tools and concepts without prior coding knowledge, gradually introducing technical skills for advanced learners.



## Industry-Relevant Use Cases

Explore how AI is used across industries such as customer support, content creation, automation, data analysis, and software development.

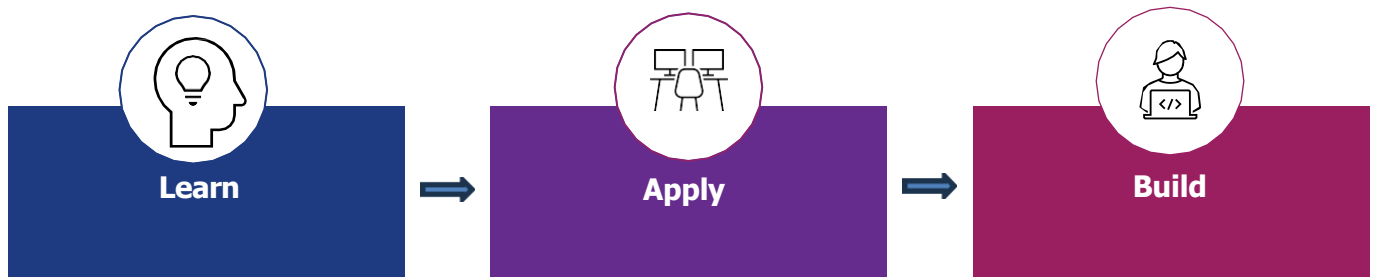


## Practical Assessments & Quizzes

Interactive quizzes, assignments, and exercises help reinforce learning and ensure participants develop strong conceptual and practical understanding.

## Program Overview

# Learning Framework



## Learn



Build a foundation in Artificial Intelligence and Generative AI concepts. Participants will understand how modern AI technologies work, explore key tools, and learn the principles behind prompt engineering and AI-driven workflows.

## Apply



Use AI tools to solve real-world problems and improve productivity. Participants will work with modern AI platforms and tools to automate tasks, analyze information, and develop practical solutions across different industries.

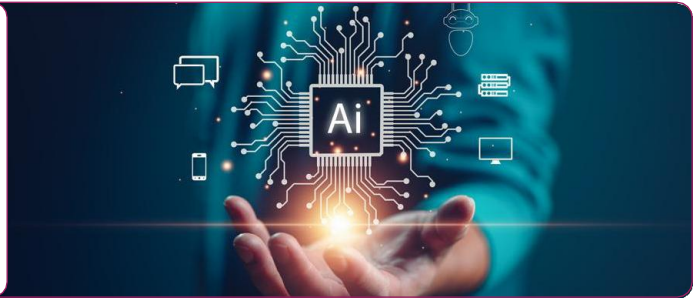
## Build



Create AI-powered solutions and applications through hands-on projects. Participants will design and implement simple AI workflows, chatbots, and automation systems that demonstrate practical use of AI technologies.

# Curriculum Overview

## Module 1: Basics of GenAI



- What is AI vs ML vs DL vs GenAI
- Types of GenAI (Text, Image, Code, Audio/Video)

- **2 Quizzes**
- **Offline Class: 2 Hours**
- **Online Class: 2 Hours**

## Module 2: Problem Solving using GenAI



- Problem framing + decomposition

- **1 Quiz**
- **Offline Class: 1 Hour**
- **Online Class: 1 Hour**

## Module 3: Use Cases



- Customer Support + FAQs
- Content Creation (posts, docs, summaries)
- Data Analysis (basic Excel + AI)
- Software Development (only overview for non-engg)

- **1 Quiz**
- **Offline Class: 3.5 Hours**
- **Online Class: 3.5 Hours**

# Curriculum Overview

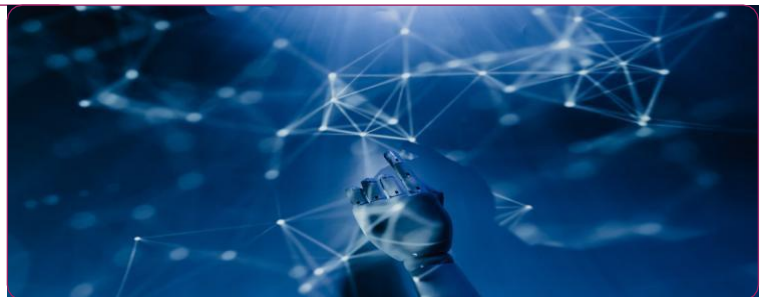
## Module 4: Interacting with GenAI



- Prompt engineering basics
- Instructions + Context + Examples
- Prompt types: Zero-shot, Few-shot
- System vs User prompts (conceptual)
- Controlling tone, format, output

- **2 Quizzes**
- **Offline Class: 5 Hours**
- **Online Class: 5 Hours**

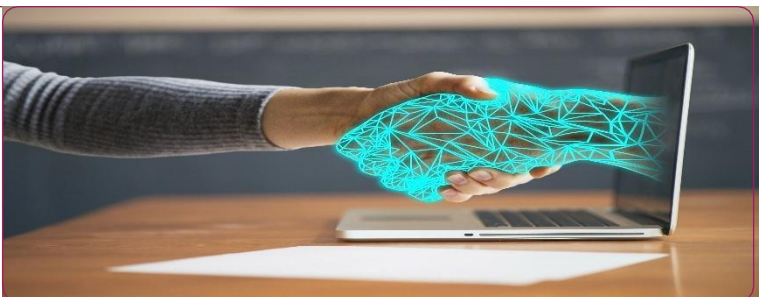
## Module 5: No-Code Tools



- Zapier AI (intro + demo)
- Notion AI (docs + workflows)
- Flowise (intro only)

- **1 Quiz**
- **Offline Class: 2.5 Hours**
- **Online Class: 2.5 Hours**

## Module 6: Hands-On (No-Code)



- Auto Email Responder
- Policy Q&A (college policy assistant)

- **2 Practical Quizzes**
- **Offline Class: 2 Hours**
- **Online Class: 2 Hours**

# Curriculum Overview

## Module 7: Low-Code Intro



- Python + Streamlit overview (very basic)
- Azure OpenAI overview (conceptual + demo)

- **Offline Class:** 2 Hours
- **Online Class:** 2 Hours

## Module 8: Hands-On (Low-Code)



- Chatbot: Basic Q&A (template-based)

- **1 Practical Quiz**
- **Offline Class:** 1 Hour
- **Online Class:** 1 Hour

## 5 AI Tools Knowledge

- **1 Quiz**
- **Offline Class:** 1 Hour
- **Online Class:** 1 Hour

# Who Should Enroll



This program is designed for individuals who want to **learn and apply AI in real-world scenarios**, regardless of their technical background.

- **Students** who want to build future-ready AI skills and enhance their career opportunities

- **Working Professionals** looking to improve productivity and stay competitive with AI tools

- **Entrepreneurs** interested in leveraging AI for innovation, automation, and business growth

- **Managers and Team Leaders** who want to integrate AI into business processes and decision-making

- **Anyone interested in Artificial Intelligence** and its practical applications

**No prior coding experience is required to start this program.**

# Your Personalized AI Learning Journey



## 1: Understand the foundations

Start by learning the fundamentals of Artificial Intelligence and Generative AI, including how modern AI systems work and how they are transforming industries.

## 2: Explore Real-World Applications

Discover how AI is used across different domains such as content creation, automation, customer support, and data analysis.



## 3: Master Prompt Engineering

Learn how to effectively interact with AI models by designing clear, structured prompts that generate accurate and meaningful outputs.

## 4: Work with AI Tools

Gain hands-on experience with modern AI productivity and automation tools to solve practical problems.



## 5: Build AI-Powered Solutions

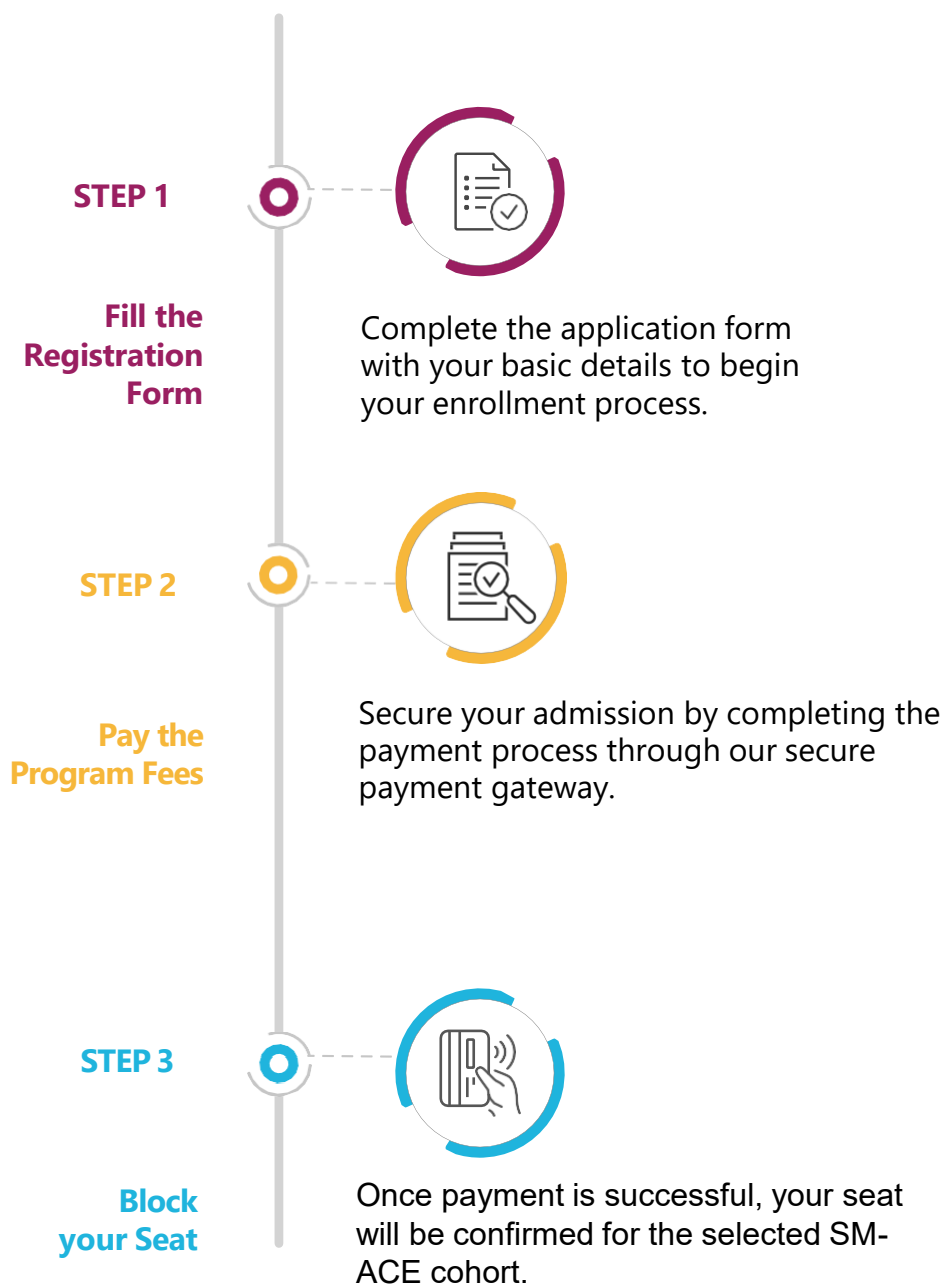
Develop simple AI applications such as chatbots, automation workflows, and AI assistants through guided projects.

## 6: Apply Skills in Real Projects

Complete practical assignments and projects that demonstrate your ability to use Generative AI in real-world scenarios.



# Ready to Get Started? Apply Now.



# - ACE

**SM AI CENTER OF EXCELLENCE**

Technology Service Partner



 <https://www.scholarsmerit.com/sm-ace.html>

Let's  
connect



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