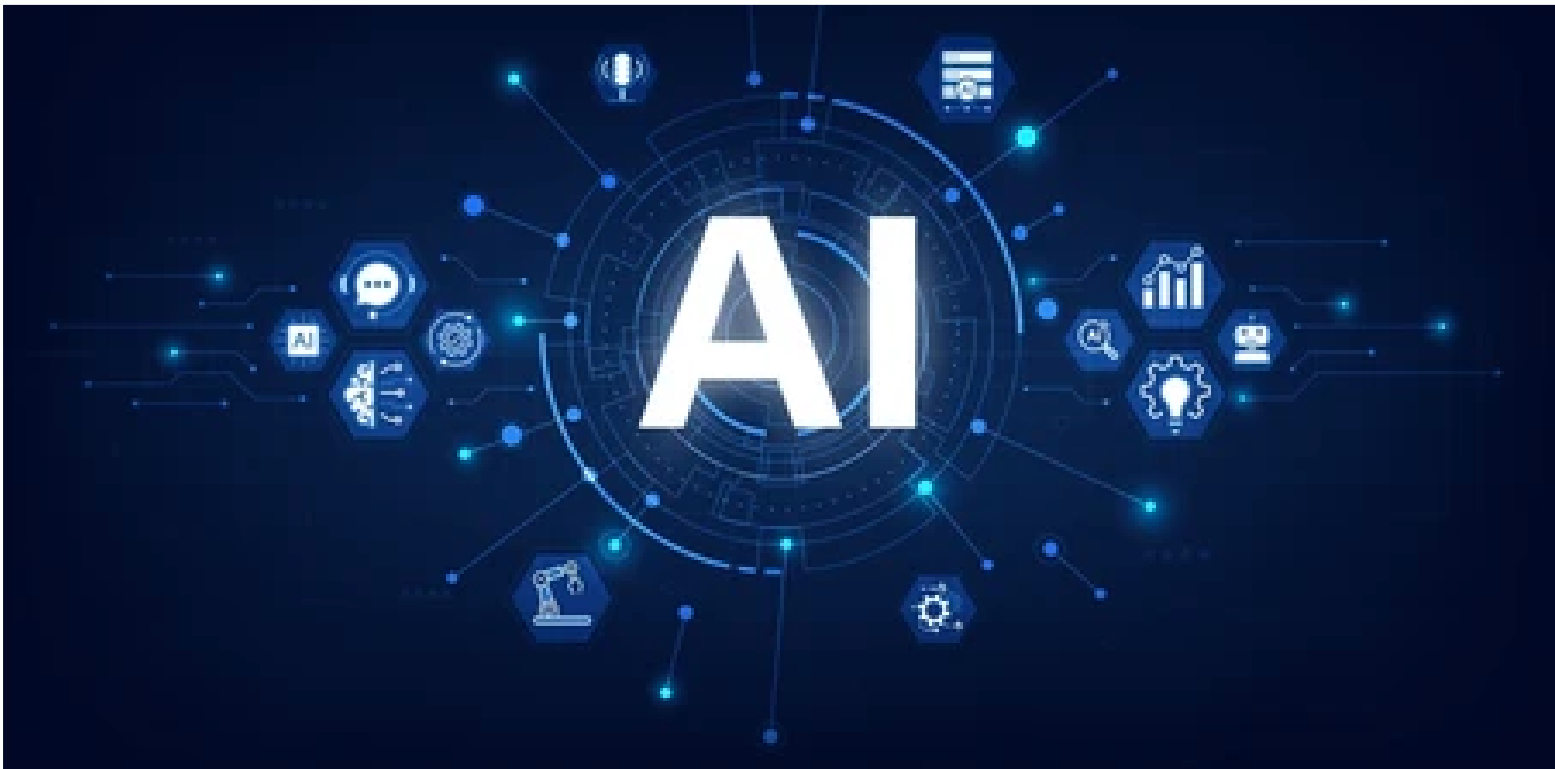
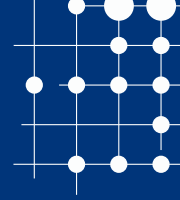




AI FOR NON-TECHNICAL PROFESSIONALS

Mastering **Artificial Intelligence** for
the **Digital Age**

Training Proposal

Presented By.

DoraCrea

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Introduction

A practical, applied programme designed to build confident, job-ready AI capability across modern business functions. Delivered fully online and asynchronously, the course combines conceptual understanding with hands-on application, enabling learners to use AI tools responsibly and effectively in real-world contexts.



Programme at a glance

- European Qualifications Framework Level: 5
- Credits: 24 ECTS
- Modules: 10 core modules
- Delivery: Live Online / Tutor Led
- Learning model: LEARN → EXPLORE → REFLECT → APPLY

Who is it for?

- Business professionals who want to understand AI, apply it to real workflows, and lead responsible adoption—without needing a technical background.
- Teams and organisations building practical capability in prompting, context engineering, automation, governance, and strategic adoption.

What will you take away?

- A portfolio of practical outputs created across the programme, evidencing real AI competence that can be applied immediately in-role.

Our AI Implementation Methodology

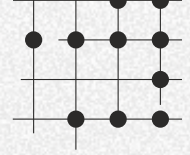
The core organising principle of this curriculum is the five-phase "AI Implementation Methodology", which provides a logical and sequential roadmap for AI adoption within an organisation. It is a ground-up approach that begins with the individual and how they experience and use AI from simple Assistance in their role, through Automation of tasks, to greater Agility within their business and finding Advantage in the marketplace.



The methodology is structured as follows:

- **Phase 1: Advocacy:** The initial phase focuses on selecting and empowering "AI Champions" to foster a culture of innovation and digital literacy.
- **Phase 2: Assistance:** This phase focuses on enhancing individual employee productivity by leveraging AI tools for daily tasks.
- **Phase 3: Automation:** The third phase scales AI use to automate repetitive, time-consuming tasks across the organisation, achieving operational efficiencies.
- **Phase 4: Agility:** This phase involves the deeper integration of AI capabilities into core business systems and processes, enhancing responsiveness and data-driven decision-making.
- **Phase 5: Advantage:** The final phase is the culmination of the journey, where AI is leveraged to transform business models and achieve a sustainable competitive advantage.

By adopting this unifying framework, the curriculum avoids being a fragmented collection of topics and instead offers a cohesive, goal-oriented journey for a broad range of learners.



Module 1

AI Fundamentals for Business

The programme will help participants understand the key concepts of AI and how they are used in business areas such as marketing, HR, operations and finance. Participants will learn how AI can improve efficiency, innovation and decision-making, identify opportunities to use AI in their own work, and develop their AI skills and confidence to support their professional development.

- **Core concepts and capabilities of artificial intelligence**
- **Machine learning, natural language processing, and computer vision**
- **How AI works at a conceptual level**
- **AI applications across business functions**
- **Risks, limitations, and responsible adoption**
- **The strategic impact of AI on organisations**

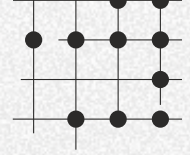
Module 2

Prompting for Large Language Models

Participants will understand how Generative AI works and use effective prompting techniques to produce high-quality results. They will learn to recognise AI's capabilities and limitations, create multi-step prompts for business needs, and evaluate AI-generated content for accuracy, bias and responsible use.

- **How generative AI and large language models work**
- **Prompting techniques for reliable outputs**
- **Structuring prompts for complex tasks**
- **Managing conversations and multimodal tools**
- **Validating and improving AI responses**
- **Building personal AI productivity workflows**





Module 3

Context Engineering

Participants will learn how context influences AI outputs and how to structure information to achieve more consistent and relevant results. They will explore RAG and knowledge-based AI tools, create system prompts and custom AI configurations for specific business needs, and evaluate AI outputs using clear criteria and feedback methods.

- **What “context” means in AI and why it matters**
- **How to structure information so AI produces better responses**
- **Connecting AI to knowledge using Retrieval-Augmented Generation (RAG)**
- **Using system prompts and custom AI configurations**
- **Designing AI workflows and automations that depend on context**
- **Evaluating and improving AI outputs**

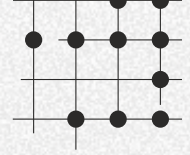
Module 4

Building AI Automations

Participants will learn how AI-powered automated workflows work and identify business processes that can benefit from automation. They will design workflows connecting AI tools, data and business processes, assess efficiency, costs and risks, and understand the importance of human oversight and quality control.

- **Foundations of workflow automation and process design**
- **Identifying automation opportunities across business processes**
- **Building your first automations**
- **No-code platforms and AI workflow integration**
- **Reliability, risk management, and human oversight**





Module 5

Designing Multi-Agent Flows

Participants will learn how Agentic AI works, including autonomy, reasoning, memory and tool use, and how it differs from traditional automation and chatbots. They will explore single-agent and multi-agent systems, design coordinated AI workflows for business needs, and evaluate the most appropriate approach based on complexity, risk and business requirements.

- **Foundations of agent-based AI and autonomy**
- **Designing and structuring single AI agents**
- **Tool use and capabilities within agent systems**
- **Multi-agent architectures and coordination models**
- **Planning agent systems for real business problems**
- **Design trade-offs, risk, and implementation considerations**

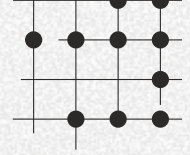
Module 6

Agentic System Engineering

Participants will learn to build and deploy functional Agentic AI systems using appropriate tools and platforms. They will apply testing, error handling and human-in-the-loop controls, monitor agent performance and reliability, and develop deployment strategies that consider business impact, organisational readiness and ROI.

- **Building functional agent-based systems**
- **Reliability and error handling**
- **Testing and debugging agent workflows**
- **Evaluating performance and outputs**
- **Moving from pilot to production**
- **Preparing agents for scale and deployment**





Module 7

Data Intelligence with AI

Participants will learn to use AI tools to analyse and visualise data and extract meaningful business insights without requiring technical expertise. They will assess data quality, bias and ethical considerations, create clear visualisations, and develop data-driven strategies that support better business decisions.

- **Foundations of AI-powered analytics**
- **Exploring and analysing data with AI**
- **Data visualisation and communication**
- **Data quality and accuracy**
- **Bias and ethical data use**
- **Data strategy and business impact**

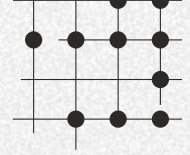
Module 8

AI Business Innovation

Participants will learn to identify and evaluate AI-driven innovation opportunities across the business and use AI-supported design thinking to develop innovative solutions. They will design AI-powered products, services and business models, create practical innovation roadmaps, and build strong business cases that demonstrate value, feasibility and ROI.

- **Finding AI opportunities in the business**
- **AI-supported design thinking**
- **Rapid prototyping and idea development**
- **Evaluating and prioritising use cases**
- **Building business cases for AI**
- **Innovation planning and roadmapping**





Module 9

AI Governance and Ethics

Participants will learn to understand and address AI risks, including bias, fairness and transparency. They will apply relevant AI regulations and ethical principles, develop effective AI governance frameworks, and establish risk assessment and monitoring approaches to support responsible and compliant AI adoption.

- **Ethics, fairness, and transparency in AI**
- **AI risks and responsible use**
- **Regulations and compliance requirements, including the EU AI Act**
- **Designing governance frameworks**
- **Audit, oversight, and accountability**
- **Organisational policies for AI use**

Module 10

Strategic AI Adoption

Learners will learn to assess their organisation's readiness for AI and identify key areas for improvement. They will develop AI integration strategies and implementation roadmaps, apply change management approaches to encourage adoption, and evaluate AI initiatives to ensure continuous improvement and measurable business value.

- **Assessing organisational readiness for AI**
- **Building influence and AI champion skills**
- **Stakeholder communication and engagement**
- **Training and adoption support**
- **Implementation and scaling strategies**
- **Roadmaps for sustainable AI adoption**



Programme Details



Date: 29th September - 1st December 2026



Time: 21:00 - 00:30

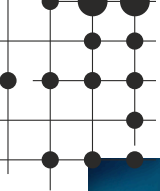


Delivery mode: Live Online



Fee: MUR 55,000 per participant (MQA Approved / HRDC Refundable)





Contact Us



+230 5421 1010 | 5820 7334



nishti@doracrea.com



www.doracrea.com



3 decaen street, Curepipe

Thank You

