

Professional Certificate in Applied Artificial Intelligence (PCAI)

Develop practical artificial intelligence capability
to improve decision-making, operational intelligence,
and digital competitiveness



WHY ARTIFICIAL INTELLIGENCE MATTERS

Strengthen intelligent decision-making and build structured digital capability
Artificial intelligence is transforming industries, operations, and competitive landscapes. However, AI initiatives often fail when organisations adopt tools without structured understanding, data discipline, or implementation clarity.

Sustainable AI integration requires more than software adoption. It demands analytical capability, structured evaluation, and alignment between technology and operational needs.

This certificate programme strengthens applied AI understanding and equips professionals with structured frameworks that support informed, responsible, and practical implementation.

WHY APPLIED AI MATTERS

In modern business environments, AI capability directly impacts:

productivity, decision speed, risk management, and competitive positioning.

Without structured AI capability, organisations may experience:

- Misaligned technology investments
- Poor-quality data utilisation
- Limited analytical rigour
- Inefficient decision processes
- Underutilised digital transformation initiatives

IPCAI equips participants with structured analytical thinking and applied AI awareness that supports measurable business improvement.

PROGRAMME OVERVIEW

International Professional Certificate in Applied Artificial Intelligence helps participants understand:

- Core artificial intelligence principles
- Machine learning fundamentals
- Data-informed decision frameworks
- AI applications across industries
- Ethical and responsible AI use
- Implementation discipline within organisational systems

Participants develop structured AI literacy that connects theory with practical workplace application.

The result:

Smarter decisions.
Stronger digital capability.
Improved operational intelligence.

Artificial intelligence is not automation

It is structured intelligence

What This Programme Prepares You to Do

The programme focuses on practical application, enabling participants to interpret AI technologies and evaluate their relevance within operational and business environments.

PARTICIPANTS DEVELOP THE CAPABILITY TO:

- Understand AI concepts and classifications
- Identify AI application opportunities
- Analyse operational processes for AI integration
- Evaluate data requirements and limitations
- Strengthen data-driven decision-making
- Translate AI concepts into workplace discussions
- Support structured digital transformation initiatives

OUTCOMES FOR PARTICIPANTS

- Strengthen analytical capability
- Improve technology evaluation discipline
- Enhance digital decision-making confidence
- Support responsible AI integration
- Improve organisational readiness for AI adoption
- Demonstrate structured AI literacy

Programme Structure and Delivery Options

Programme Duration	Delivery Format	Flexible Delivery	Organisation Bundles
12 Learning Hours	Instructor-led & Online	Adaptable for organisational digital transformation initiatives	Organisational packages and volume discounts available

HOW LEARNING IS APPLIED

structured evaluation exercises reflecting real organisational environments.

PARTICIPANTS EXPLORE

- ✓ AI fundamentals and classifications
- ✓ Machine learning basics
- ✓ Business AI use cases
- ✓ Data-driven analysis
- ✓ Ethical AI considerations
- ✓ Structured AI evaluation

WHAT THIS TYPE OF TRAINING DELIVERS

- Digital Intelligence
Improve structured technology understanding.
- Data-Driven Thinking
Strengthen analytical decision-making.
- Operational Insight
Evaluate AI relevance realistically.
- Competitive Advantage
Build informed digital capability.

The result:

Smarter organisational decisions.
Stronger digital readiness.
Structured intelligence where it matters.

COURSE PREREQUISITES

No prior technical background required.

Suitable for professionals seeking structured AI capability.

THIS PROGRAMME IS DESIGNED FOR

- Business professionals
- Digital transformation leaders
- Managers and decision-makers
- Operations specialists
- Professionals seeking AI literacy

COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

Turning capability into national outcomes.



ASSESS

Understand the real operating world



DESIGN

Build training that fits the sector



DELIVER

Teach through Saudi SMEs and practitioners



SUSTAIN

Embed the change inside organisations

What this Ensures

- Skills that match global industry demands, not generic international templates.
- Immediate operational impact, because training is built around real sector challenges.
- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for the course through the QR code

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