BUSINESS & TECH INSTITUTE
A Stravana Group Institution

Certificate in Applied Generative AI for Business

SCHOOL OF AI, TECHNOLOGY & DIGITAL TRANSFORMATION · DIRECT ENROLMENT

The hands-on programme for professionals who need to actually use generative AI in their work — not just understand it conceptually.

The Business Problem This Solves

Many professionals and teams have access to generative AI tools but lack structured, applied skill in using them effectively for real business tasks — resulting in underused tools and inconsistent adoption across teams.

Who This Is For

Working professionals across functions (marketing, operations, finance, HR, product, and others) who need practical generative AI capability for their day-to-day work. No prior AI or technical background required.

What You'll Be Able to Do

Apply generative AI tools confidently to real work tasks in your function; evaluate AI output critically rather than accepting it uncritically; structure prompts and workflows that reliably produce useful results.

Format & Credential

Duration: Six weeks **Delivery:** Blended for Nigeria; live online for Africa, UK and Global

Credential: Professional Certificate

This is a Business & Tech Institute-issued professional/executive education credential. It is not a university degree, academic diploma, or government-accredited qualification unless a specific formal approval or partnership is documented and stated on the credential itself.

Regional Fees

Region	Fee
Nigeria	NGN 350,000
Africa	US$450
United Kingdom	£650
Global	US$750

Key Dates

Cohort	Founding Cohort, 8 Feb – 19 Mar 2027
Enrolment opens	1 November 2026
Early enrolment deadline	15 January 2027
Final enrolment deadline	3 February 2027
Capacity	40 learners (shared across all regions), waitlist activates automatically at capacity

Apply now at businesstechinstitute.com/programmes/applied-generative-ai

Fees and dates shown are approved for the cohort indicated and are subject to confirmation at application. Travel and accommodation are not included unless specified. Faculty announcement coming soon.