



# Generative AI Essentials

---

## Creating Intelligence, Not Just Using It

Step into the new frontier of artificial intelligence, where creativity meets computation.

Learn how to build, fine-tune, and apply generative models that can write, design, and innovate alongside you - transforming imagination into intelligent reality.





## Course Overview

Generative AI Essentials steps into the new frontier where creativity meets computation, teaching you how to engineer intelligence. This course moves beyond simply using AI tools - you will learn how to build, fine-tune, and apply generative models that can write, design, and innovate alongside you, fundamentally transforming imagination into intelligent reality.

## Why NeXTra?

### **Applied Learning:**

Focus on building, training, and fine-tuning advanced Generative Models (like LLMs and Diffusion Models) using practical assignments and specialized industry tools.

### **Career Growth Support:**

Receive specialized mentorship focused on entering roles in AI research, machine learning engineering, and prompt engineering within the rapidly evolving AI landscape.

### **Community & Collaboration:**

Engage with peers and mentors on cutting-edge research and ethical AI discussions, fostering a collaborative environment for innovative model development.

### **Elite Mentors:**

Learn from AI Researchers and Machine Learning Engineers who are actively working with the newest generative technologies and ethical guidelines.

### **Flexible Study Options:**

Select a learning schedule that works for you, with tailored guidance on showcasing your custom models and research to attract roles in AI innovation.

### **Thriving Network:**

Join an exclusive network of AI innovators, researchers, and early adopters who are defining the future of artificial intelligence.

## Wondering If AI Matters? Here Is Why It's Essential

01

### **Advance Your Career and Unlock Opportunities:**

AI fluency opens doors to high-demand roles such as AI Specialist, Data Scientist, Machine Learning Engineer, and AI Product Manager - preparing you for a future-proof career across industries.

02

### **Boost Productivity and Efficiency:**

Leverage AI to automate repetitive tasks, optimize workflows, and make faster, smarter decisions - freeing you to focus on high-value, strategic work.

03

### **Drive Innovation and Solve Real-World Challenges:**

Use generative AI to create compelling content, perform advanced data analysis, and build AI solutions that address business problems, giving you a competitive edge in today's rapidly evolving digital landscape



## Who Can Join?

This program is crafted for learners from any background who want to understand and use Generative AI tools for productivity, creativity, learning, and digital problem-solving. No coding or technical experience is required.

## Who Are The Ideal Candidates?

Individuals who are focused on:

### Using AI in Daily Work or Study:

You want to automate tasks, create content, and leverage AI tools to improve efficiency.

### Understanding the Foundations of Generative AI:

You're curious about how AI works and want to build confidence using modern AI systems.

### Applying AI Creatively and Professionally:

You want to learn how to generate text, images, audio, insights, and basic AI workflows.

## Eligibility and Technical Requirements

To get enrolled, the candidate need the following essentials:

### 1.A Reliable Laptop or Desktop

Any modern computer capable of running basic applications will work. This ensures you can participate in lessons, complete assignments, and explore AI tools smoothly.

### 2.Stable Internet Connection

A consistent internet connection is important for accessing learning materials, attending live sessions, collaborating with peers, and using cloud-based AI platforms.

### 3.Familiarity With Common Digital Tools

You should be comfortable using everyday tools such as Google Workspace (Docs, Sheets, Drive) or Microsoft Office. This basic digital literacy helps you navigate course tasks with ease.

### 4.Curiosity and a Willingness to Learn

No programming or AI background is required. An open mind, interest in technology, and eagerness to explore new ideas are all you need to succeed.

## Learning Schedule

Mode	Duration	Schedule	Fees
Full-time Online	1 Month	Tues - Thur (9 AM - 12 PM)	Ksh. 20,000
Part-time online	6 Weeks	Tues & Thur (6 PM - 7 PM)	Ksh. 25,000





# GENERATIVE AI ESSENTIALS PROGRAM

A practical, industry-aligned program designed to help learners master Generative AI for productivity, creativity, automation, and strategic implementation.

## FULL-TIME PROGRAM

### Phase 1: Foundations & AI Mindset

**Goal:** Understand what AI is, how it works, and how to communicate with it effectively.

**Topics**

- What AI can and cannot do
- Prompting basics: clarity, roles, structure
- Ethical use (accuracy, bias, privacy)
- Hands-on: everyday use cases

**Tools:** ChatGPT

### Phase 2: Productivity With AI

**Goal:** Learn how AI improves daily work tasks.

**Topics**

- Summaries, reports, email drafting
- Basic data analysis (tables, insights, cleaning)
- Research assistance
- Personal workflow design

**Tools:** ChatGPT, NotebookLM

### Phase 3: Visual & Audio Content Essentials

**Goal:** Use AI to create simple visuals, presentations, and audio content.

**Topics**

- Slide presentation generation
- Basic images for business & marketing
- Simple audio generation for voiceovers
- Content quality & responsible use

**Tools:** Gamma, Ideogram, ElevenLabs, Suno





## Phase 4: AI Agents & Simple Automation

**Goal:** Learn basic automations that save time.

### Topics

- Understanding AI agents
- Building simple workflows
- Automating repetitive tasks
- Personal assistant mini-project

**Tools:** ChatGPT, n8n

## PART-TIME PROGRAM

This version spreads the essentials more slowly.

### Week 1: Intro to AI & Prompting Basics

- What AI is
- Simple effective prompts

**Tools:** ChatGPT

### Week 2: Everyday Productivity

- Email writing, task planning, summaries

• **Tools:** ChatGPT

### Week 3: Research & Knowledge Management

- Using AI for learning and information retrieval
- **Tools:** ChatGPT, NotebookLM

### Week 4: Visual Creation Basics

- Simple image generation + slide creation
- **Tools:** Ideogram, Gamma

### Week 5: Audio & Content Creation

- Basic audio creation for voiceovers, scripts

**Tools:** Suno, ElevenLabs

### Week 6: Intro to AI Agents

- What agents are
- Build a simple personal workflow

**Tools:** ChatGPT, n8n



# Contact Details

---



**Phone**

**+254 740 612 191**



**Address**

**Carwash, Roysambu, Nairobi**



**Website**

**[www.gonextra.com](http://www.gonextra.com)**



**WhatsApp**

**+254 740 612 191**



**Emails**

**General Inquiries**

**[info@gonextra.com](mailto:info@gonextra.com)**

**Corporate/Consulting Inquiries**

**[corporate@gonextra.com](mailto:corporate@gonextra.com)**

**Admission Inquiries**

**[admissions@gonextra.com](mailto:admissions@gonextra.com)**



**@gonextra**



**@nextraofficial**



**@gonextra**



**@nextra.official**

## Our Training Courses:

### 1. Professional Courses

- Full-Stack Software Engineering Bootcamp
- Full-Stack Website Development Bootcamp
- Data Science Bootcamp
- Data Analytics Bootcamp
- Generative AI Essentials Bootcamp,

### 2. Certification Programs

- Python
- SQL
- Power BI
- Tableau
- R
- SPSS
- Advanced Excel
- Stata
- CSS & HTML
- JavaScript

### 3. NeXTra Academy

- High School Tech Bootcamp
- Tech Explorers Junior