

AI Certificate for Industry Professionals

Organization: National Minority Business Council

Professional Upskilling Course

Role: Emerging Technology Consultant

Overview

The NMBC sought to launch an accessible, beginner-level AI course aimed at professionals across industries. The goal was to demystify AI, introduce practical applications and provide a certificate of completion that could support career advancement, tech fluency, and innovation across member organizations.

Approach

- Designed course structure emphasizing accessibility, application and cross-industry relevance for diverse professional audiences.
- Collaborated with NMBC leadership to align AI curriculum goals with workforce development and member organization needs.
- Developed clear, jargon-free content to demystify AI concepts and promote confident engagement with emerging technologies.
- Integrated hybrid learning components to ensure flexible participation and inclusive access for working professionals.
- Applied adult learning principles to support retention, engagement and immediate workplace applicability of course concepts.

Outcome

The course successfully launched as part of NMBC's continuing education offerings. It was adopted by professionals from a range of sectors, including law, healthcare, operations, and HR. The hybrid model allowed wide participation, and the course is now part of NMBC's regular upskilling toolkit.

Skills Used

- AI Literacy • Instructional Design • Adult Learning
- Workforce Development • Accessibility in Tech Education
- Hybrid Learning