EXCEL GLOBAL COLLEGE
Learning today..leading tomorrow

CRITICAL CAREER SKILLS

CERTIFICATIONS OFFERED IN CCS PROGRAM

- **Generative AI Foundations**
- **Professional Communication**

CRITICAL CAREER SKILLS (CCS) PROGRAM

- Builds on previous Communication Skills for Business (CSB)
- Expands core communication training
- Boosts overall career readiness and employability
- Introduces Generative AI Foundations exam

IMPACT OF CRITICAL CAREER SKILLS

For Students/Candidates
- Boosts resumes
- Significantly enhances employability

For Educators
- Ready-made, self-scoring CCS exams
- Saves time for class assessments

For Workforce Education
- Increases job placement rates
- Stabilizes and potentially increases funding options

For Corporations
- Enhances employee job skills
- Reduces costs related to poor communication and lack of tech knowledge

WHY CRITICAL CAREER SKILLS?

- Versatile, In-Demand Skills
- Prepares learners across various fields
- Focuses on cross-industry competencies
- Holistic Workforce Readiness
- Integrates diverse skill sets
- Comprehensive solution for career excellence

72% of business leaders believe effective communication has increased their team's productivity 20-25%.

McKinsey research, July 22, 2024

52% of Millenials **48%** of Gen Z

believe that AI will help them move their career forward.

Future of Work Report: AI at work November 2023 LinkedIn

SINCE 2022, DEMAND FOR GENERATIVE AI SKILLS HAS EXPLODED

1,848%[*]

71% MORE LIKELY TO HIRE

Leaders are 71% more likely to hire a less experienced candidate with AI skills than a more experienced one without them[*]

*2024 Work Trend Index Annual Report from Microsoft and LinkedIn

CRITICAL CAREER SKILLS

GENERATIVE AI FOUNDATIONS

ONE MONTH

KES 23,500/-

- Methods and methodologies of generative AI
- Explore the distinctions between Generative and other types of AI, including search engines. Learn the basics of producing outputs, selecting appropriate tools for specific tasks and recognizing the limitations of Generative AI.
- Basics of prompt engineering
- Delve into the fundamentals of prompt engineering, learning to craft effective prompts for text generation, content transformation, and developing skills for image and video creation.
- Prompt refinement
- Take a deeper look into advanced prompting techniques, including levels of specificity, context, persona creation and reverse prompting strategies.
- Ethical, societal and legal impacts
- Examine common biases, legal aspects of intellectual property rights, data privacy concerns and the overall risks and impacts of Generative AI on society.

PROFESSIONAL COMMUNICATION

- Validate your understanding of key workplace communication principles.
- Improve your communication skills for career readiness.
- Develop critical thinking by analyzing effective messages.

ONE MONTH

KES 19,500/-

- Enhance teamwork through clear communication.
- Present information in a clear and engaging way.
- Prepare for your career with the CCS Professional Communication exam.

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