

# AI Literacy Courses

## South Africa

Live 1-on-1 Lecturer · No Coding Required · Commence Anytime

ChatGPT · Microsoft Copilot · Google Gemini · Claude · AI Image & Video Tools

From R12,900 · Courseware Included · School of IT Certificate of Completion

All international exams are optional and excluded from pricing.

Artificial Intelligence is reshaping every industry in South Africa — from banking, retail and healthcare to education, marketing and the public sector. School of IT's AI literacy courses are designed for South African professionals who want practical AI skills without a computer science or coding background. All courses are delivered online with a real live 1-on-1 lecturer — not pre-recorded.

### Course Overview — AI Literacy South Africa

Course	Level	Duration	Price	Prerequisite
AI Literacy Fundamentals	Entry	10h / 1 month	R12,900	None
ChatGPT & Prompt Engineering	Entry	10h / 1 month	R12,900	None

<b>Microsoft Copilot for Business</b>	Entry	10h / 1 month	R12,900	Microsoft 365 basics
<b>AI for Social Media Managers</b>	Intermediate	10h / 1 month	R14,900	None
<b>AI for Business Professionals</b>	Intermediate	10h / 1 month	R14,900	Fundamentals recommended
<b>AI Literacy Professional Programme</b>	Professional	40h / 2–3 months	R36,900	None

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<b>AI Literacy &amp; AI Tools</b>	<b>Live 1-on-1 Lecturer</b>	<b>No Tech Background</b>	<b>Commence Anytime</b>	<b>From R12,900</b>
Practical, no-code AI training	Not pre-recorded	Open to complete beginners	No fixed start dates	Courseware included

# AI Literacy Courses — Full Course Catalogue

ENTRY

## AI Literacy Fundamentals

R12,900

**Duration:** 10 hours / 1 month | **Prerequisite:** None | **Certificate:** School of IT Certificate of Completion

The essential starting point for any South African professional entering the world of AI. Learn what AI is, how it works, how to use leading AI tools in your daily work and how to think critically about AI in a business context. No coding or technical background required.

- What is Artificial Intelligence — types, capabilities and limitations
- How large language models (LLMs) and generative AI work
- Introduction to ChatGPT, Microsoft Copilot and Google Gemini
- Prompt engineering fundamentals — getting better results from AI
- AI tools for productivity — documents, email, research and summarisation
- AI in the South African workplace — real-world applications by industry
- Responsible AI — ethics, bias, privacy and best practice

ENTRY

## ChatGPT & Prompt Engineering for Professionals

R12,900

**Duration:** 10 hours / 1 month | **Prerequisite:** None | **Certificate:** School of IT Certificate of Completion

Master ChatGPT and prompt engineering — the skill that determines whether you get mediocre or exceptional results from AI tools. Designed for South African professionals across all industries who want to use AI to save time, improve their work and stay competitive.

- ChatGPT advanced features — GPT-4, plugins, custom GPTs and file analysis
- Prompt engineering techniques — structure, context, persona and chaining
- Writing prompts for business tasks — reports, emails, proposals and analysis
- Using ChatGPT for research, summarisation and decision support
- ChatGPT for content creation — articles, social media, presentations
- Automating repetitive tasks with ChatGPT and AI workflows
- Limitations and fact-checking — using AI responsibly

ENTRY

## Microsoft Copilot for Business

R12,900

**Duration:** 10 hours / 1 month | **Prerequisite:** Microsoft 365 basics | **Certificate:** School of IT Certificate of Completion

Microsoft Copilot is built into Microsoft 365 and is rapidly being deployed across South African corporates, government departments and SMEs. Learn how to use Copilot in Word, Excel, PowerPoint, Outlook and Teams to work faster and smarter.

- Microsoft Copilot overview — what it is and how it integrates with Microsoft 365
- Copilot in Word — drafting, editing, summarising and reformatting documents
- Copilot in Excel — data analysis, formula generation and insights
- Copilot in PowerPoint — creating presentations from prompts and documents
- Copilot in Outlook — email drafting, summarisation and scheduling
- Copilot in Teams — meeting summaries, action items and collaboration
- Governance and responsible use of Copilot in the workplace

**INTERMEDIATE**

## AI for Social Media Managers

**R14,900**

**Duration:** 10 hours / 1 month | **Prerequisite:** None | **Certificate:** School of IT Certificate of Completion

Use AI tools to transform your social media output — creating better content faster, automating repetitive tasks and generating visuals and video at scale. Ideal for marketing teams, content creators and social media managers across South Africa.

- ChatGPT for social media — captions, scripts, campaign ideas and ad copy
- AI image generation — creating on-brand visuals at scale
- AI video creation — short-form video production using AI tools
- Prompt engineering for social media content workflows
- Content automation — scheduling, repurposing and workflow tools
- AI ethics for marketers — responsible use and disclosure best practices

**INTERMEDIATE**

## AI for Business Professionals

**R14,900**

**Duration:** 10 hours / 1 month | **Prerequisite:** AI Literacy Fundamentals (recommended) | **Certificate:** School of IT Certificate of Completion

Apply AI tools to real business workflows — strategy, analysis, reporting, customer engagement and operations. Designed for South African managers, executives, entrepreneurs and business owners who want to harness AI for measurable business outcomes.

- AI for business strategy — research, competitor analysis and market intelligence
- AI for reporting and data analysis — without writing code
- AI for customer engagement — chatbots, personalisation and automation
- AI for HR and recruitment — screening, onboarding and training support
- AI for finance and administration — document processing and compliance
- Building an AI adoption roadmap for your South African business
- Measuring AI ROI — tracking productivity and performance improvements

**PROFESSIONAL**

## AI Literacy Professional Programme

**R36,900**

**Duration:** 40 hours / 2–3 months | **Prerequisite:** None | **Certificate:** School of IT Certificate of Completion

The complete AI literacy qualification for South African professionals — covering AI fundamentals, ChatGPT and prompt engineering, Microsoft Copilot, AI for business, AI for content creation and responsible AI practice. Designed for professionals who want to be fully AI-capable across all the tools and applications their industry requires.

- AI Literacy Fundamentals — understanding AI and how it works
- ChatGPT & Prompt Engineering — advanced techniques for professional use
- Microsoft Copilot — full Microsoft 365 integration and workflows
- AI Image & Video Generation — creating visual content at scale
- AI for Business — strategy, reporting, HR, finance and operations
- AI for Content & Marketing — social media, SEO and campaign support
- Responsible AI — ethics, governance, risk and South African context
- AI Adoption Project — build and present a real AI adoption plan

## Recommended AI Literacy Learning Pathway

<b>Step 1</b>	<b>AI Literacy Fundamentals</b> 10h · R12,900	Entry Level
<b>Step 2</b>	<b>ChatGPT &amp; Prompt Engineering</b> 10h · R12,900	Entry Level
<b>Step 3</b>	<b>Microsoft Copilot for Business</b> 10h · R12,900	Entry Level
<b>Step 4</b>	<b>AI for Business Professionals</b> 10h · R14,900	Intermediate
★	<b>AI Literacy Professional Programme</b> 40h · R36,900	All-in-One

## AI Tools Covered in School of IT Training

<b>ChatGPT (OpenAI)</b> The world's leading large language model — used for writing, research, analysis and content creation.	<b>Microsoft Copilot</b> AI integrated into Microsoft 365 — Word, Excel, PowerPoint, Outlook and Teams.	<b>Google Gemini</b> Google's AI assistant integrated into Gmail, Google Docs, Sheets and Google Workspace.
<b>Claude (Anthropic)</b> Advanced AI for long-form analysis, document processing, research and complex reasoning.	<b>AI Image Generation</b> DALL-E, Midjourney and Stable Diffusion for creating professional visual content at scale.	<b>AI Video Creation</b> AI-powered tools for short-form video, explainer content and social media video.
<b>Perplexity AI</b> AI-powered research and search tool for fact-checking and business intelligence.	<b>Canva AI</b> Magic Write, AI image generation and presentation tools within Canva.	<b>Notion AI / Zapier AI</b> AI-powered productivity and workflow automation tools for teams and businesses.

## Why Study AI Literacy at School of IT South Africa?

<p>✓ <b>No Coding Required</b> All AI literacy courses are designed for non-technical professionals — no programming background needed.</p>	<p>✓ <b>Live 1-on-1 Lecturer</b> Not pre-recorded — real expert guidance every session with a qualified lecturer.</p>
<p>✓ <b>Commence Anytime</b> No fixed intake dates — start when you're ready, no waiting for the next cohort.</p>	<p>✓ <b>Flexible Scheduling</b> Mornings, evenings, weekends — you choose your session times to suit your lifestyle.</p>
<p>✓ <b>Study Anywhere in SA</b> 100% online — study from Johannesburg, Cape Town, Durban or anywhere with internet.</p>	<p>✓ <b>South African Context</b> Training built around SA industries, workplaces and AI tools in local use.</p>
<p>✓ <b>Current Tools &amp; Content</b> AI moves fast — our courses are updated continuously to cover the latest tools and developments.</p>	<p>✓ <b>Priced in ZAR</b> From R12,900 — no USD conversion, transparent local pricing, no hidden fees.</p>

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All prices exclude VAT. International exam fees are not included. Courses are delivered online via live 1-on-1 sessions with qualified lecturers. Contact us at [schoolofit.co.za](http://schoolofit.co.za) or [info@schoolofit.co.za](mailto:info@schoolofit.co.za) to enrol.