

SCHOOL OF IT INTERNATIONAL

AI Literacy Courses Brochure

Live, 1-on-1 online training in practical AI skills — ChatGPT, Microsoft Copilot, Google Gemini, Claude, and AI image & video tools. No coding required.

AI Literacy Fundamentals

ChatGPT & Prompt Engineering

Microsoft Copilot

AI for Social Media

AI for Business

Professional Programme

School of IT International (Pty) Ltd

Somerset West, Cape Town, South Africa · schoolofit.co.za

AI Literacy Fundamentals

The essential starting point for any professional entering the world of AI — learn what AI is, how it works, and how to use leading AI tools in daily work. No coding or technical background required. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

Learning Objectives

Covered over 10 hours (~1 month).

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

Pricing

COURSE PRICE

R12,900

Full payment before commencement (no payment plan)

Course Duration & Format



Duration

10 hours (~1 month) — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

Career Prospects

◆ AI-Literate Professional

◆ Business Support Specialist

◆ Office Administrator

◆ Digital Workplace User

◆ Productivity Consultant

Typical AI Literacy-skilled salary (South Africa)

R180k – R380k / yr



Included: Live 1-on-1 lecturer (not pre-recorded), courseware, School of IT Certificate of Completion, and flexible scheduling – commence anytime. International exam fees are not included.

🚀 Get job-ready skills — start your AI Literacy Fundamentals course today.

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Somerset West, Cape Town, South Africa

ChatGPT & Prompt Engineering for Professionals

Master ChatGPT and prompt engineering — the skill that determines whether you get mediocre or exceptional results from AI tools. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

🎓 Learning Objectives

Covered over 10 hours (~1 month).

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

💰 Pricing

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📖 Course Duration & Format



Duration

10 hours (~1 month) — maximum completion time



Payment

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Mode

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Certificate

Certificate of Completion included

👜 Career Prospects

◆ Content Strategist

◆ Business Analyst (AI-enabled)

◆ Research Assistant

◆ Communications Specialist

◆ Productivity Consultant

Typical ChatGPT-skilled salary (South Africa)

R200k – R420k / yr



Included: Live 1-on-1 lecturer (not pre-recorded), courseware, School of IT Certificate of Completion, and flexible scheduling — commence anytime. International exam fees are not included.



Get job-ready skills — start your ChatGPT & Prompt Engineering course today.

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Somerset West, Cape Town, South Africa

Microsoft Copilot for Business

Microsoft Copilot is built into Microsoft 365 and is rapidly being deployed across corporates, government departments and SMEs. Learn how to use Copilot in Word, Excel, PowerPoint, Outlook and Teams. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

Prerequisite: Microsoft 365 basics.

Learning Objectives

Covered over 10 hours (~1 month).

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

Pricing

COURSE PRICE

R12,900

Full payment before commencement (no payment plan)

Course Duration & Format



Duration

10 hours (~1 month) — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

Career Prospects

◆ Office Administrator

◆ Business Support Specialist

◆ Executive Assistant

◆ Digital Workplace User

◆ Productivity Consultant

Typical Copilot-skilled salary (South Africa)

R180k – R380k / yr



Included: Live 1-on-1 lecturer (not pre-recorded), courseware, School of IT Certificate of Completion, and flexible scheduling — commence anytime. International exam fees are not included.



Get job-ready skills — start your Microsoft Copilot for Business course today.

Enrol Now →

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Somerset West, Cape Town, South Africa

AI for Social Media Managers

Use AI tools to transform your social media output — creating better content faster, automating repetitive tasks and generating visuals and video at scale. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

🎓 Learning Objectives

Covered over 10 hours (~1 month).

1 ChatGPT for social media — captions, scripts, campaign ideas and ad copy**2 AI image generation — creating on-brand visuals at scale****3 AI video creation — short-form video production using AI tools****4 Prompt engineering for social media content workflows****5 Content automation — scheduling, repurposing and workflow tools****6 AI ethics for marketers — responsible use and disclosure best practices**

💰 Pricing

COURSE PRICE

R14,900

Full payment before commencement (no payment plan)

📚 Course Duration & Format



Duration

10 hours (~1 month) — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

👜 Career Prospects

◆ Social Media Manager

◆ Content Creator

◆ Digital Marketing Specialist

◆ Community Manager

◆ Marketing Coordinator

Typical AI-enabled Social Media salary (South Africa)

R200k – R450k / yr



Included: Live 1-on-1 lecturer (not pre-recorded), courseware, School of IT Certificate of Completion, and flexible scheduling — commence anytime. International exam fees are not included.

 Get job-ready skills — start your AI for Social Media Managers course today.

Enrol Now →

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Somerset West, Cape Town, South Africa

AI for Business Professionals

Apply AI tools to real business workflows — strategy, analysis, reporting, customer engagement and operations. Designed for managers, executives, entrepreneurs and business owners. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

Recommended: AI Literacy Fundamentals.

Learning Objectives

Covered over 10 hours (~1 month).

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

Pricing

COURSE PRICE

R14,900

Full payment before commencement (no payment plan)

Course Duration & Format



Duration

10 hours (~1 month) — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

Career Prospects

◆ Business Manager

◆ Executive

◆ Entrepreneur

◆ Operations Manager

◆ Business Analyst

Typical AI-enabled Business Professional salary (South Africa)

R350k – R700k / yr



Included: Live 1-on-1 lecturer (not pre-recorded), courseware, School of IT Certificate of Completion, and flexible scheduling — commence anytime. International exam fees are not included.

 Get job-ready skills — start your AI for Business Professionals course today.

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Somerset West, Cape Town, South Africa

AI Literacy Professional Programme

The complete AI literacy qualification — covering AI fundamentals, ChatGPT and prompt engineering, Microsoft Copilot, AI for business, AI for content creation and responsible AI practice. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

Learning Objectives

Covered over 40 hours (~2-3 months).

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

Pricing

COURSE PRICE

R36,900

Full payment before commencement (no payment plan)

Course Duration & Format



Duration

40 hours (~2-3 months) — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

Career Prospects

◆ AI Literacy Specialist

◆ Digital Transformation Consultant

◆ AI Adoption Lead

◆ Productivity Consultant

◆ Business Transformation Analyst

Typical AI Literacy Professional salary (South Africa)

R400k – R750k / yr



Included: Live 1-on-1 lecturer (not pre-recorded), courseware, School of IT Certificate of Completion, and flexible scheduling — commence anytime. International exam fees are not included.

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