

Employer Sponsorship: AI Workplace Fundamentals

**Give your team
the edge.**

Join the thousands of employers who've empowered their teams with in-demand AI and workplace innovation skills at General Assembly.

Today's organizations need employees who can adapt, automate, and accelerate their work with AI. This program equips professionals across functions with the tools and frameworks to enhance productivity, creativity, and decision-making in an AI-powered world. From prompt engineering to data analysis and workflow automation, participants gain practical experience that delivers immediate value to your business.

More than 40 of the Fortune 100 trust GA to upskill their teams in AI, data, and emerging technologies. Develop your workforce through our live-online format—built for busy professionals balancing work and growth.

I told my manager I wanted to learn design and shared ways it could be helpful in my current role. My company paid for the class and now **I am more confident at our design meetings. I work more effectively with designers and speak their language.**

Shannon Winter
Product Marketing Manager
at Atlassian, Visual Design Grad



Program overview

AI Workplace Fundamentals is a 32-hour live, online course that equips professionals across business functions with foundational and practical AI skills. Participants learn to automate content creation, analyze data without code, design AI-driven workflows, and apply responsible AI frameworks to real workplace challenges.

Your employees will:

- Automate repetitive tasks and workflows to save time and resources
- Create written and visual content using AI-powered tools
- Analyze data through no-code, plain-language interfaces
- Design custom AI workflows to solve business challenges
- Apply ethical and responsible AI practices in professional contexts
- Build a portfolio of AI-driven workplace projects that demonstrate measurable impact

Why employee education matters

In-demand skills

AI literacy is quickly becoming a baseline expectation across industries. GA's curriculum provides hands-on practice with real tools and workflows professionals can use immediately.

Industry-recognized instruction

Courses are led by expert instructors with experience applying AI in marketing, HR, operations, finance, and more. Learners gain insights from real-world use cases.

Project-based learning

Each participant completes practical labs and projects that directly translate to workplace improvement—from automating reports to creating AI-assisted analyses.

Retention and growth

Empower your employees to stay ahead of change and boost engagement. Learners return with confidence in applying AI to their daily work, improving both output and morale.

Flexible and accessible

The course is designed for working professionals - allowing flexibility through live online schedule options across multiple time zones.

Format

Live online,
cohort-based

Duration

32
hours

15
hours of
lectures

17
hours of
labs

Certificate

GA Certificate of
Completion,
LinkedIn Badge