EL ROI Education

FROM POTENTIAL TO IMPACT.

FIVE-LEVEL

Applied AI Learning Pathway

Arts & Science Track

From AI Literacy to Domain-Focused Applied AI Innovation

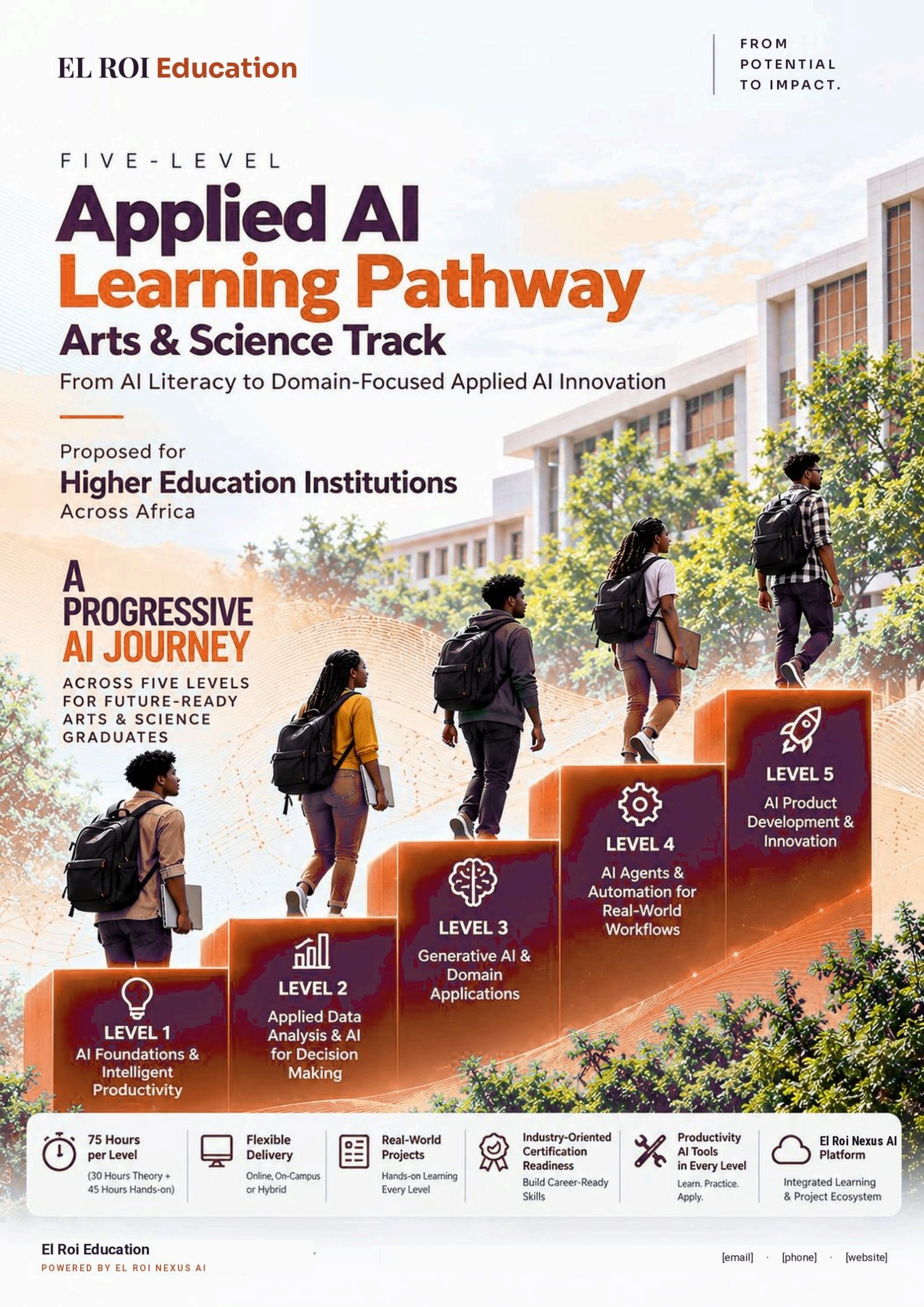
Proposed for

Higher Education Institutions

Across Africa

A PROGRESSIVE AI JOURNEY

ACROSS FIVE LEVELS FOR FUTURE-READY ARTS & SCIENCE GRADUATES



LEVEL 1
AI Foundations & Intelligent Productivity

LEVEL 2
Applied Data Analysis & AI for Decision Making

LEVEL 3
Generative AI & Domain Applications

LEVEL 4
AI Agents & Automation for Real-World Workflows

LEVEL 5
AI Product Development & Innovation

75 Hours per Level
(30 Hours Theory + 45 Hours Hands-on)

Flexible Delivery
Online, On-Campus or Hybrid

Real-World Projects
Hands-on Learning Every Level

Industry-Oriented Certification Readiness
Build Career-Ready Skills

Productivity AI Tools in Every Level
Learn. Practice. Apply.

El Roi Nexus AI Platform
Integrated Learning & Project Ecosystem

El Roi Education
POWERED BY EL ROI NEXUS AI

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EXECUTIVE SUMMARY &

Program Objectives

Empowering Future-Ready Arts & Science Graduates Through a Structured AI Learning Journey



Executive Summary

This five-level applied AI pathway equips arts and science students from economics, commerce, business, humanities, psychology, social sciences, mathematics, statistics and related disciplines with progressive AI skills, from AI literacy and productivity tools to data analysis, generative AI, intelligent automation and AI product development. Each level is 75 hours, comprising 30 hours of theory and 45 hours of hands-on learning, with a strong focus on real-world, domain-relevant applications.

Program Objectives

01
Build AI literacy and digital productivity foundations.

02
Develop data analysis and decision-making capability.

03
Enable domain-specific AI applications and content workflows.

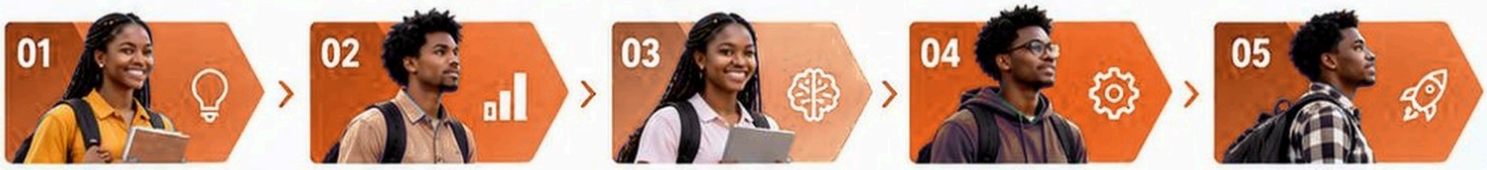
04
Prepare students for automation, agents and innovation projects.

05
Strengthen portfolio building, certification awareness and career readiness.

Key Highlights

- **5** Progressive Levels
- **375** Total Learning Hours
- **150** Hours Theory (30 hrs/level)
- **225** Hours Hands-on (45 hrs/level)
- **Productivity AI Tools Embedded**
- **Real-World Domain Projects**

Student Transformation Journey



01 AI-Aware Student → 02 AI-Enabled Analyst → 03 Domain Application Builder → 04 Intelligent Workflow Designer → 05 Applied AI Innovator

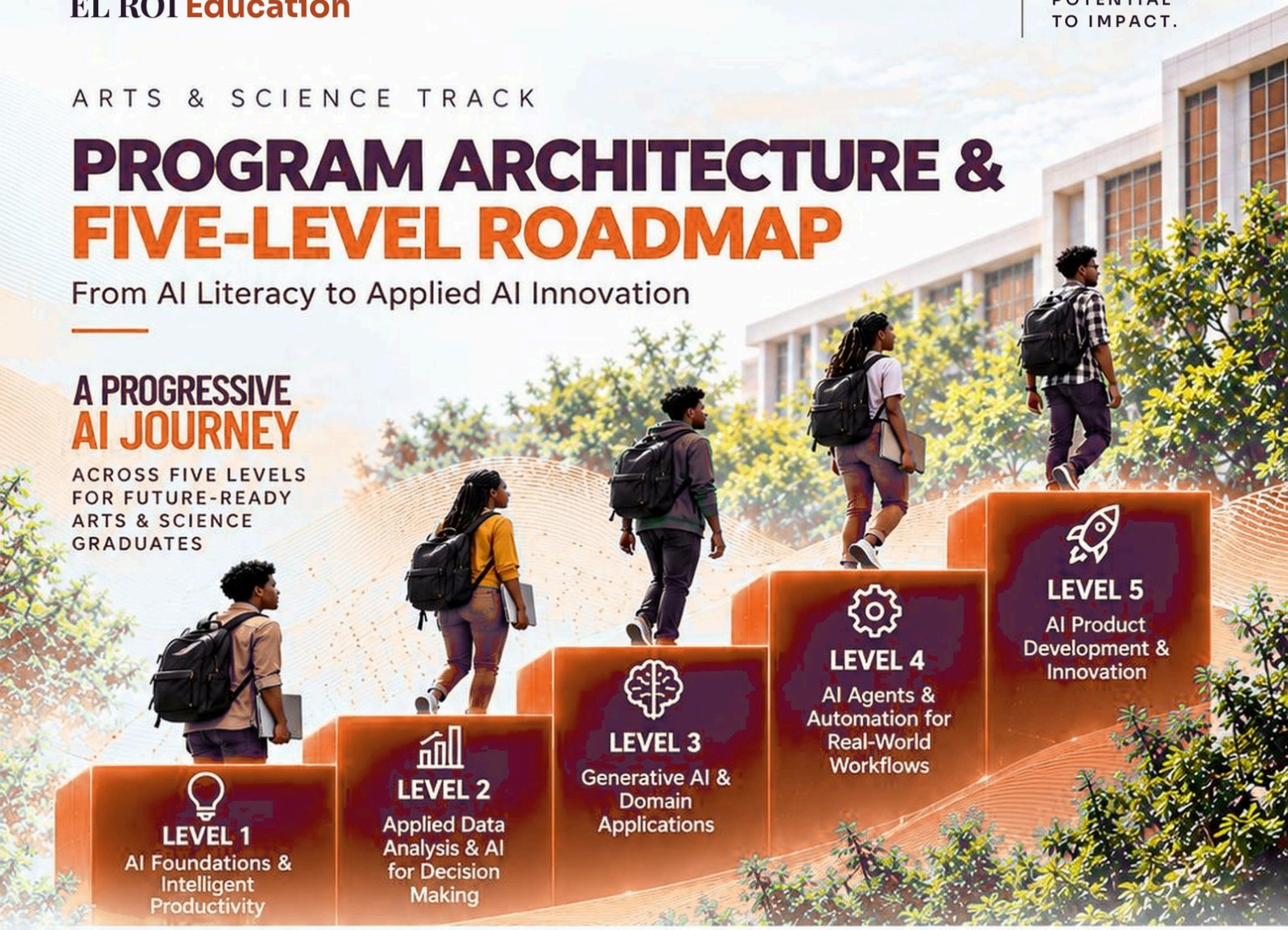
ARTS & SCIENCE TRACK

PROGRAM ARCHITECTURE & FIVE-LEVEL ROADMAP

From AI Literacy to Applied AI Innovation

A PROGRESSIVE AI JOURNEY

ACROSS FIVE LEVELS FOR FUTURE-READY ARTS & SCIENCE GRADUATES



ACADEMIC STRUCTURE PER LEVEL

30 Hours Theory + **45** Hours Hands-on = **75** Hours per Level

TOTAL PROGRAM ENGAGEMENT

375 Total Learning Hours

Across Five Levels (75 Hours × 5)

FLEXIBLE DELIVERY OPTIONS

The pathway can be embedded into regular semester delivery, offered as a modular bootcamp format, or delivered in a blended faculty-supported format to suit institutional needs.

PROGRAM SUMMARY — LEVEL-WISE FOCUS

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
AI Foundations & Intelligent Productivity	**Applied Data Analysis & AI for Decision Making**	**Generative AI & Domain Applications**	**AI Agents & Automation for Real-World Workflows**	**AI Product Development & Innovation**
• AI basics • Prompting • Productivity tools • Ethical use	• Data analysis • Visualization • Dashboards • AI-supported decisions	• GenAI • RAG basics • Content generation • Domain workflows	• Agents • Automation • No-code workflows • Human-in-the-loop	• AI product lifecycle • Prototyping • Deployment • Capstone innovation

KEY HIGHLIGHTS

Productivity AI Tools | Real-World Mini-Projects | Portfolio-Ready Outcomes | Faculty Enablement Compatible | El Roi Nexus AI Platform Support

DETAILED CURRICULUM – LEVELS 1 & 2

From AI Literacy to Data-Driven Decision Making

Arts & Science Track | Higher Education Institutions Across Africa

1 LEVEL 1 — AI Foundations & Intelligent Productivity

Build strong AI foundations and use AI tools for smarter academic and personal productivity.



Industry Skills Covered

- What is AI and how it works
- Types of AI and real-world examples
- Prompt engineering basics
- AI productivity tools
- Research assistance
- Document drafting
- Presentations
- Spreadsheet support
- Responsible AI and ethics

Hands-on Use Cases

- Summarize academic papers
- Create study notes and flashcards
- Prepare presentations and reports
- AI-powered communication and email drafting
- Research and interview prep

Level 1 Outcome

Learners confidently use AI tools for learning, communication and productivity.

2 LEVEL 2 — Applied Data Analysis & AI for Decision Making

Develop data skills and apply AI to analyse information and generate insights.



Industry Skills Covered

- Data basics and data types
- Working with datasets
- Data analysis with Python or no-code tools
- Visualization and storytelling
- AI for market, social and consumer analysis
- Intro to RAG and document intelligence
- AI for research and decision support

Hands-on Use Cases

- Analyse market trends and consumer behaviour
- Generate insights from survey data
- Create interactive dashboards
- Research and compare information
- Automate data reporting

Level 2 Outcome

Learners work with real-world data, create visualizations and use AI to support academic and business decisions.

75 Hours per Level
(30 Hours Theory + 45 Hours Hands-on)

Flexible Delivery
Online, On-Campus or Hybrid

Real-World Projects
Hands-on Learning Every Level

Industry-Oriented Certification Readiness
Build Career-Ready Skills

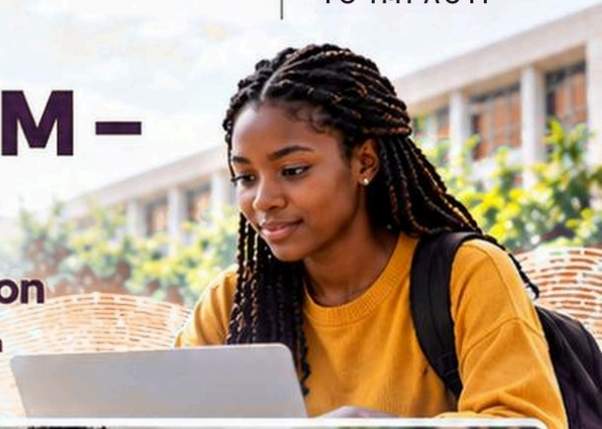
Productivity AI Tools in Every Level
Learn. Practice. Apply.

El Roi Nexus AI Platform
Integrated Learning & Project Ecosystem

DETAILED CURRICULUM – LEVELS 3 & 4

From Generative AI to Intelligent Automation

Arts & Science Track | Higher Education Institutions Across Africa



LEVEL 3

Generative AI & Domain Applications

Apply generative AI to solve real problems in business, research and society.



Industry Skills Covered

- Large language models and applications
- Advanced prompting
- AI content generation
- Document intelligence and knowledge assistants
- AI for economics, commerce, business, psychology and social sciences
- Introduction to multimodal AI

Hands-on Use Cases

- Build a research knowledge assistant
- Analyse and summarize long documents
- Create domain-specific content and communication
- Generate policy briefs and reports
- Design simple infographics and insights summaries

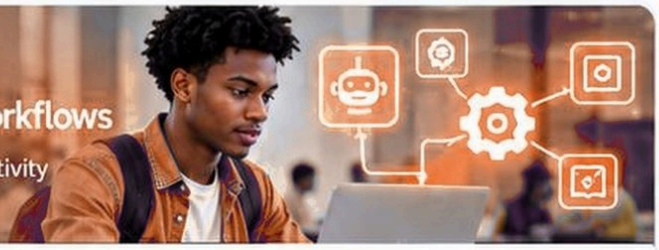
Outcome

Learners build useful domain-focused AI applications using GenAI and RAG basics.

LEVEL 4

AI Agents & Automation for Real-World Workflows

Build AI agents and workflow automations to improve productivity and solve complex problems.



Industry Skills Covered

- AI agents and tool calling
- Multi-step workflows
- Automation with no-code and low-code tools
- Integrations with common applications
- Human-in-the-loop workflows
- AI for operations, marketing, HR and finance support
- Security, governance and responsible AI

Hands-on Use Cases

- Automate research and reporting workflows
- Build an AI customer support helper
- Create automated forms and document workflows
- AI for invoice and operations tasks
- Multi-step assistants for domain problems

Outcome

Learners design and build agents that automate repetitive work and improve efficiency.

75 Hours per Level
(30 Hours Theory + 45 Hours Hands-on)

Flexible Delivery
Online, On-Campus or Hybrid

Real-World Projects
Hands-on Learning Every Level

Industry-Oriented Certification Readiness
Build Career-Ready Skills

Productivity AI Tools in Every Level
Learn. Practice. Apply.

El Roi Nexus AI Platform
Integrated Learning & Project Ecosystem

DETAILED CURRICULUM – LEVEL 5 & CAPSTONE STUDIO

Advanced Applied AI, Innovation & Real-World Impact

Arts & Science Track | Higher Education Institutions Across Africa



A PROGRESSIVE AI JOURNEY

ACROSS FIVE LEVELS FOR FUTURE-READY ARTS & SCIENCE GRADUATES

LEVEL 5

AI Product Development & Innovation

LEVEL 5 – AI Product Development & Innovation

Apply end-to-end AI product development skills to create impactful solutions for business, society and research.

Industry Skills Covered

- AI product design and user-centric thinking
- Problem framing and domain discovery
- Rapid prototyping and MVP development
- Integrating AI models and APIs
- Low-code or no-code solution building
- Solution testing and iteration
- Deployment fundamentals
- Measuring impact and ROI
- Future trends in AI and career pathways

Hands-on Use Cases

- Build a mini AI-powered application
- Create a research or business MVP
- Develop a community or campus use-case solution
- Solve a local challenge through AI
- Present a showcase-ready prototype

LEARNER OUTCOME

Learners design, build, test and present an end-to-end applied AI product or innovation concept.

Integrated Capstone Studio

FROM LEARNING TO REAL-WORLD IMPACT

Integrated Capstone Studio

A culminating, project-based experience where learners apply their skills to solve real-world challenges and showcase their innovation.

Capstone Components

- Problem selection (real-world, industry or community)
- Solution scoping and planning
- Data / content setup
- Workflow design and implementation
- Testing and iteration
- Demo day presentation

Platform & Tool Exposure

- El Roi Nexus AI platform
- Prompt tools and AI assistants
- Dashboards and analytics tools
- No-code/low-code tools
- APIs and integrations
- Collaboration and project management tools

Final Deliverables

- Working prototype (application or solution)
- Presentation deck (with impact analysis)
- Documentation (process, technical & user guide)
- Portfolio artifact (showcase-ready for academic, career or startup use)

75 Hours for Level 5
(Project-Based Learning Across Real-World Use Cases)

Project-Based Learning
Hands-on Development & Showcase

Industry-Oriented Certification
Validates Real-World AI Product Skills

El Roi Nexus AI Platform
Integrated Learning & Project Ecosystem

ARTS & SCIENCE TRACK

DELIVERY MODEL & LEARNING EXPERIENCE

Flexible. Practical. Future-Ready.

A blended, hands-on learning experience designed for Arts & Science graduates to build real AI skills, work on practical projects and gain career-ready competencies.



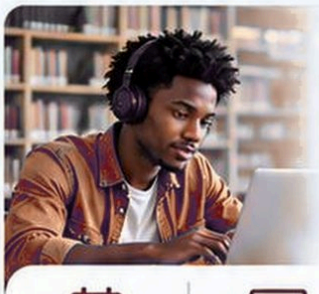
DELIVERY OPTIONS



Immersive Modular Delivery

5 to 6 day intensive blocks plus guided practice and mini-projects.

- On-Campus Delivery
- 5 – 6 Days Intensive Blocks
- Guided Practice & Mini-Projects
- Faculty Supported



Embedded Academic Delivery

Weekly or periodic sessions integrated into the academic calendar.

- Integrated Schedule
- Blended Delivery
- Continuous Lab Practice
- Platform Enabled

LEARNING METHODOLOGY

1. **LEARN** — Build core concepts and practical skills through structured modules.
2. **EXPERIMENT** — Explore tools and techniques in guided hands-on labs.
3. **BUILD** — Create solutions through mini-projects and real-world datasets.
4. **APPLY** — Solve domain-relevant problems and develop portfolio-ready projects.
5. **DEMONSTRATE** — Present, showcase and get feedback from peers and faculty.

HANDS-ON COMPONENTS

- Coding / No-Code Labs
- Guided Notebooks
- Prompt Labs
- Mini-Projects
- Assignments
- Capstone Development
- Faculty Mentoring
- Platform Access

LEARNING EXPERIENCE

- **75 Hours per Level**
- **30 Hours Theory** (Concepts & Applications)
- **45 Hours Hands-on** (Practice & Projects)
- **Real-World Use Cases** Across Disciplines
- **Project-Based Progression** Build. Apply. Showcase.

PROJECTS, ASSESSMENT & CERTIFICATION READINESS

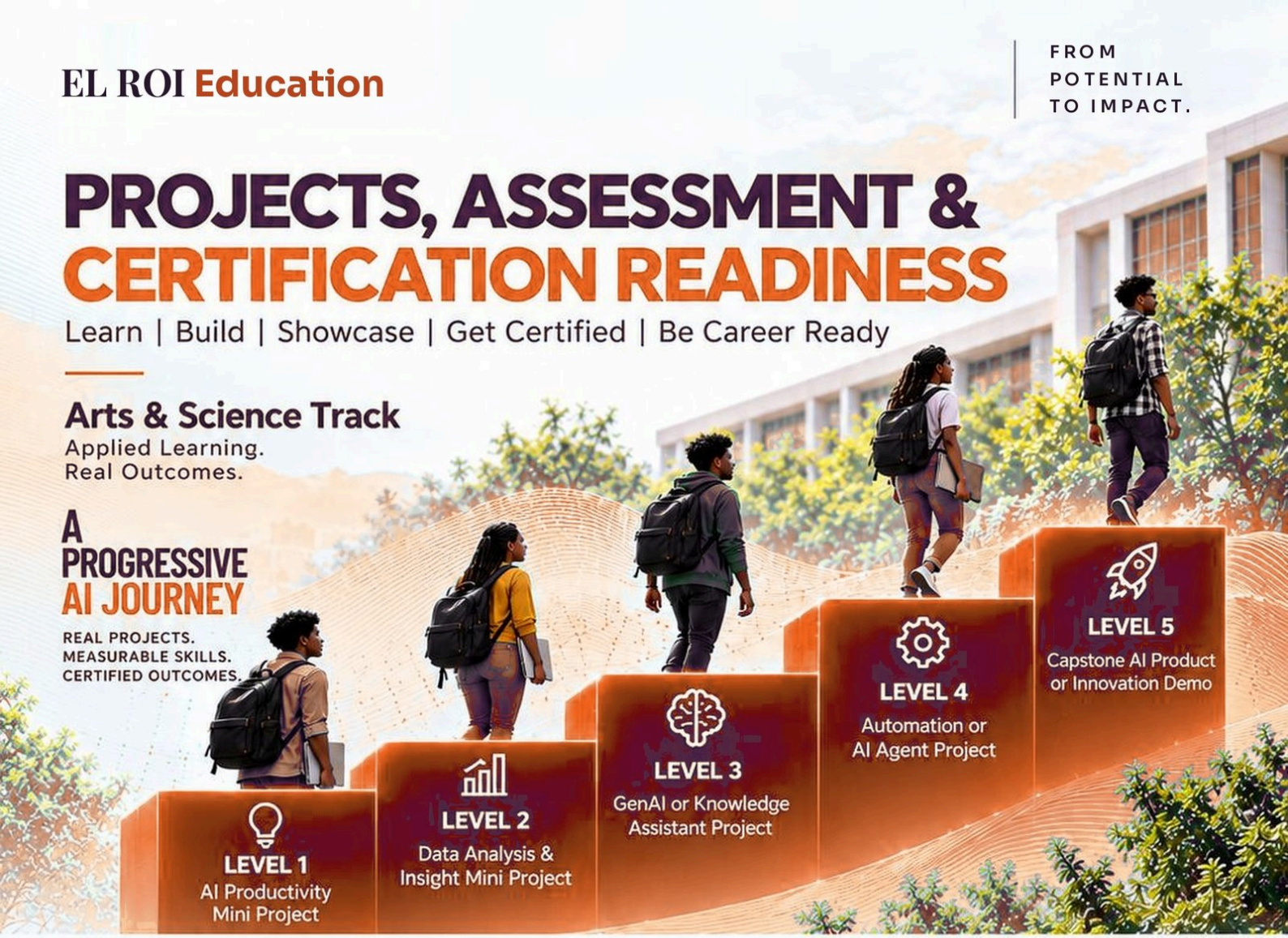
Learn | Build | Showcase | Get Certified | Be Career Ready

Arts & Science Track

Applied Learning.
Real Outcomes.

A PROGRESSIVE AI JOURNEY

REAL PROJECTS.
MEASURABLE SKILLS.
CERTIFIED OUTCOMES.



1 Project Progression Roadmap

FROM FOUNDATIONAL SKILLS TO REAL-WORLD INNOVATION

2 Assessment Framework

A BALANCED, PRACTICAL AND PROJECT-DRIVEN EVALUATION

20%	20%	25%	25%	10%
Participation & Attendance	Quizzes	Guided Labs	Mini-Projects	Final Project / Demo

3 Certification Readiness

GAIN IN-DEMAND SKILLS AND INDUSTRY RECOGNITION

Foundation Stage

- AI awareness
- Prompt engineering fundamentals
- Data literacy

Advanced Stage

- AI application development
- Generative AI and RAG systems
- Agentic systems awareness

4 Key Outcomes for You

Portfolio-Ready Artifacts
Build a showcase of real projects

Stronger AI Productivity
Work smarter with AI tools and workflows

Real Project Exposure
Apply skills to practical use cases

Improved Employability
Be career ready for AI-driven opportunities

75 Hours per Level
(30 Hours Theory + 45 Hours Hands-on)

Flexible Delivery
Online, On-Campus or Hybrid

Real-World Projects
Hands-on Learning Every Level

Industry-Oriented Certification Readiness
Build Career-Ready Skills

Productivity AI Tools in Every Level
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ARTS & SCIENCE TRACK

COMMERCIAL MODEL, ROLES & INSTITUTIONAL IMPACT

A Flexible Pathway for Scalable AI Enablement in Higher Education



Commercial Model

Per-Student Pricing
Transparent, affordable pricing per student to enable broad participation.

Per-Level Engagement
Flexible pricing options based on individual levels or multi-level engagement.

Bundled Programs
Cost-effective bundles across multiple levels for greater value and impact.

Annual Platform Access Options
Institution-wide or cohort-based platform access plans.

Faculty Enablement Add-ons
Optional training, certification and ongoing support for faculty and academic staff.

Custom Implementation Support
Tailored onboarding, integration and program design support.

Final commercials depend on cohort size, program scope, delivery model and any customization or integration requirements.

Roles & Responsibilities

El Roi Education Responsibilities

- Provide platform access and technical infrastructure
- Design and curate content and curriculum
- Develop guided learning assets
- Provide assessment templates and rubrics
- Share real-world project frameworks
- Support faculty onboarding and enablement
- Provide progress reporting and learning analytics

Institution / Partner Responsibilities

- Student enrolment and cohort management
- Classroom, lab and infrastructure coordination
- Faculty facilitation and student support
- Academic scheduling and calendar alignment
- Local mentoring and project guidance
- Attendance and participation tracking
- Approvals and governance support

Institutional Impact

- AI-enabled student learning
- Stronger project portfolios
- Faculty-supported adoption
- Internship & innovation readiness
- Improved employability
- Scalable AI adoption

Applied AI Readiness Outcomes

Students progress from AI literacy to real-world AI application, automation and innovation — ready for modern workplaces and advanced study.

