



# Agentic AI for Business Professionals

A 60-hour, hands-on certification that takes you from prompting to building working AI agents across Advanced Excel, SQL, Power BI and Python then applies them to your own function.

**Professional Certification Program**  
2026 Cohorts / Limited to 25 per track

|                       |                          |                          |                   |                            |
|-----------------------|--------------------------|--------------------------|-------------------|----------------------------|
| 60                    | 40+20                    | 4                        | 78%               | 1                          |
| total programme hours | core hours + track hours | function-specific tracks | hands-on lab time | working agent, demoed live |

## Why this, why now

AI has moved past chat. The tools your organisation already pays for Excel, SQL, Power BI, Python can now be driven by agents that plan, use tools and complete multi-step work: refreshing reports, reconciling data, drafting analysis, routing exceptions for approval.

This program is built for working professionals, not engineers. Every concept is taught through your function's real data, and every participant leaves with agents they built themselves not just slides.

## Who should attend

Working professionals and managers who use data and reports in their daily role. If you can work in Excel, you meet the bar the AI does the heavy lifting while you learn to direct it. No coding background required to start.

## What you leave with

Certification as an Agentic AI Practitioner in your chosen track, plus a portfolio of 8-10 working lab artifacts and a demoed capstone agent proof you can show your manager on Monday.

## Program architecture

### 01 Common Core - 40 hrs, shared by every track

|                                           |    |                                          |    |
|-------------------------------------------|----|------------------------------------------|----|
| C1 Foundations of Generative & Agentic AI | 4h | C5 Agentic AI + SQL                      | 6h |
| C2 Prompt Engineering & Context Design    | 3h | C6 Agentic AI + Power BI                 | 6h |
| C3 Agent Architecture & Your First Agent  | 5h | C7 Agentic AI + Python                   | 7h |
| C4 Agentic AI + Advanced Excel            | 6h | C8 Process Optimization + Responsible AI | 3h |

### 02 Choose your specialization - 20 hrs

#### Marketing & Sales

For marketing managers, sales ops, SDRs, and CRM admins.

Lead Scoring Funnel Dashboards Content Engines Churn Analytics

#### Finance

For FP&A analysts, accountants, controllers, and auditors.

Auto Reconciliation Variance Commentary Invoice Agents Forecasting

#### Human Resources

For HRBPs, talent acquisition, payroll, and HR operations.

People Dashboards Attrition Analytics Onboarding Bots Policy Q&A

#### Analytics

For business analysts, BI developers, and operations analysts.

Text-to-SQL Automated EDA Multi-Agent Pipelines Insight Narration

Every track closes with a 5-hour capstone: **a working, demoed agent for your function**, backed by a business case.

## Format

7-8 weeks · 2-3 sessions/week · 2-3 hrs each.  
60-70% hands-on guided labs every session, on realistic anonymized/synthetic datasets per function.

## Assessment & certification

25% core quiz + agent demo · 30% module lab artifacts · 45% capstone demo + business case.  
Certified as Agentic AI Practitioner — [Track] at ≥70%, with a working capstone.

## Tooling

Claude / ChatGPT / Microsoft Copilot · M365 Excel · PostgreSQL/SQL Server sandbox · Power BI · Jupyter + LangGraph/CrewAI · n8n or Copilot Studio.

Send a team. Get back **working agents**, trained champions, and hours returned every week.  
Nominate participants by track, or enroll individually.

Registration  
**R899**

Full Program  
**R15 000**

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