

# Syllabus

## EDF (Text) Generative AI Ambassador

Career path Prompt Engineer for (Text) Generative AI



Version 3.1

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## Introduction

### The syllabus

The syllabus outlines the knowledge that the candidate will be tested on during the (Text) Generative AI Ambassador exam. It also provides suggestions for preparation and highlights the benefits of taking this exam. This program is a collaboration between the Effective Data Foundation and Van Haren Certify.

### The Effective Data Foundation (EDF)

The Effective Data Foundation (EDF) is a private collaboration that aims to promote effective use of data.

Data and data-related subjects and specializations are the focus of the Effective Data Foundation (EDF), a consortium of professionals and institutes. EDF does not limit itself to IT experts, but aims to empower all business professionals to make use of data. EDF believes that data should guide, not dictate, decisions.

Therefore, EDF values the human factor as essential, unlike other organizations that claim to be data-driven.

An EDF (Text) Generative AI Foundation Certified professional will be able to leverage the full power of (Text) Generative AI. And increase their content productivity, effectiveness, and performance up to a thousandfold.

### Certifying Organisation

Van Haren Certify.

### Certification levels and scope

The program exists mainly out of the Ambassador level for (Text) Generative AI. The Effective Data Foundation works closely with Van Haren Certify to ensure further development of professionals within the industry.

By becoming certified in (Text) Generative AI, business professionals can master the fundamentals of (Text) Generative AI. This will enable them to create effective and highly functional prompts that align with their business objectives while also understanding the ethical and legislative boundaries they should look out for. With this certification, professionals can gain a competitive edge in their field and stay ahead of the curve.

#### (Text) Generative AI Ambassador

The (Text) Generative AI Certification can be obtained after passing the exam, following participation in a (Text) Generative AI, Prompt Engineer Foundation or ChatGPT for Business course. Professionals can opt to go for the (Text) Generative AI Ambassador Certification if they have mastered the fundamental content covered by the learning objectives of the (Text) Generative AI Ambassador Certification.

This course teaches non-technical professionals about the language model and its natural language processing abilities. It covers prompt engineering, business use cases, limitations, risks, and hands-on experience using ChatGPT. Students will learn to evaluate and implement ChatGPT for real-world business problems.

## EDF (Text) Generative AI Ambassador exam

You first need to have successfully completed the (Text) Generative AI Ambassador exam to obtain the (Text) Generative AI Ambassador Certificate. The exam procedure is explained in this section.

### Practical information

You must pass a multiple-choice exam in which your knowledge of (Text) Generative AI will be tested to obtain a (Text) Generative AI Ambassador certificate.

All exam candidates will get access to the online exam environment and will need to answer 40 multiple-choice questions within 60 minutes.

You must answer 65% of the questions correctly (or at least 26 of the 40 questions) to pass. Each question has precisely four possible answers where only one is the best answer.

You will receive the result immediately after the exam. (Digital) Access to your certificate will be given once you have passed.

Registration for the exam can be done by purchasing a participation certificate at [www.vanharen.store](http://www.vanharen.store)

Number of questions:	40
Time (minutes) for the exam:	60 minutes
% minimal passing grade:	65%
Open/closed book:	Closed
Language:	English
Exam format:	Online
Type of questions:	Multiple choice
Are negative questions included in the exam? (e.g. "which is NOT a principle of ****")	Yes. Candidates are advised to read the questions carefully.

### Levels

According to the Bloom Revised Taxonomy, the (Text) Generative AI Ambassador Certification tests candidates mainly at the levels 1 and 2. Candidates are also partially tested at level 3 although this is not too in-depth.

- Bloom Level 1: Recall & Retention

We test candidates on their ability to memorize factual information, to retain information by collecting, remembering, and recognizing specific knowledge. Knowledge includes facts, terms, answers, or terminology.

- Bloom Level 2: Understanding

We test candidates on their ability to construct meaning from oral, written, or graphical pieces of information. This is done by interpreting, summarizing, distracting, comparing, classifying, predicting, or explaining the message.

- Bloom Level 3: Applying

Being able to solve problems by applying them in existing and new situations, leveraging acquired knowledge, techniques, facts, and rules in various situations. This can include choosing or identifying the correct answer between a range of options or appropriate actions.

## Learning objectives

In this section, you can read about how the (Text) Generative AI Ambassador exam is structured and which subjects you will be tested on as a candidate. It is also a tool that you can use to prepare yourself for the test.

After successfully certifying in (Text) Generative AI Ambassador, a professional has demonstrated that they are able to:

- Use a generative AI model (like ChatGPT), to create various types of content and solve different business problems.
- Apply prompt engineering techniques and strategies to communicate effectively with generative AI tools and optimize their output.
- Explore the features and benefits of the paid version of generative AI applications, as well as other AI technologies and their future perspective.

## Exam structure

The exam specifications describe the topics covered in the subject matter of the (Text) Generative AI Ambassador exam, and their relative importance. Questions can be asked during the exam about the following subjects.

Exam Requirements	Sub-modules	Weight	Bloom
1. Introduction to AI	<ul style="list-style-type: none"><li>● Essentials of AI</li><li>● AI in practice</li></ul>	10%	1 + 2
2. Introduction to (Text) Generative	<ul style="list-style-type: none"><li>● Introduction to (Text) Generative</li><li>● Application, limitations, risks, large language models</li></ul>	10%	1 + 2
3. Prompt Engineering	<ul style="list-style-type: none"><li>● Prompt engineering application</li><li>● Strategies and techniques</li><li>● Expert role</li><li>● Prompt design principles</li></ul>	15%	1 + 2
4. Application of (Text) Generative AI in theory	<ul style="list-style-type: none"><li>● Problem setting</li><li>● Applying prompt design principles</li><li>● Prompt basics</li></ul>	15%	1 + 2 + 3
5. Application of (Text) Generative AI in practice	<ul style="list-style-type: none"><li>● Content generation</li><li>● Idea validation</li><li>● Researching complex topics</li></ul>	15%	1 + 2 + 3
6. Premium versions, APIs & Plugins	<ul style="list-style-type: none"><li>● Premium versions</li><li>● Showcase plugins</li><li>● Advanced Data Analysis</li><li>● API for custom AI Chatbot</li></ul>	15%	1 + 2
7. The future of Generative AI	<ul style="list-style-type: none"><li>● NLP models</li><li>● (Text)-to-image, music, speech, video and 3D</li></ul>	10%	1 + 2
8. Ethics	<ul style="list-style-type: none"><li>● Biases in AI algorithms</li><li>● Influence on job market</li><li>● Privacy and security</li><li>● Misinformation</li><li>● Copyright</li></ul>	10%	1 + 2

## Exam specifications

### 1. Introduction to AI

- What is AI?
- Where do you find it in practice?
- Two types of AI
- Why is AI important? The impact on our society

### 2. Introduction to (Text) Generative

- Generative AI in general
- What can ChatGPT do?
- Limitations, risks, hallucinations
- Large language models
- (Optional) Architecture: GPT, SFT, RLHF

### 3. Prompt Engineering

- Tips and tricks for first use
- Strategies and techniques
- Expert role
- Prompt structure

### 4. Business field examples

- Problem setting
- Design prompt structure
- Show ChatGPT output (applied)

### 5. Applied Text Generative AI

- Content generation
- Brainstorming and idea validation
- Understanding and researching complex topics

### 6. Premium versions, APIs & Plugins

- GPT 4
- Showcase ChatGPT Plugins
- Advanced Data Analysis
- API for custom AI Chatbot

### 7. The future of Generative AI

- Other NLP models
- (Text)-to-image
- (Text)-to-music
- (Text)-to-speech
- (Text)-to-video
- (Text)-to-3D
- Future perspective

### 8. Ethics

- Biases in AI algorithms
- Unemployment due to automation
- Privacy and security
- Misinformation
- Copyright

## Key terms and concepts

The Generative AI Fundamentals Certification uses several key terms, concepts, and definitions as shown in the list below. You can use these definitions to support and clarify topics related to the exam. However, if you only learn these terms, then you are often not sufficiently prepared to pass the exam!

Key term	Concept
Artificial Intelligence (AI):	A branch of computer science that aims to create machines that can perform tasks which typically require human intelligence, such as learning, reasoning, problem-solving, and perception.
Generative AI:	A branch of AI that enables a computer to create new and realistic artifacts, such as images, video, music, speech, (Text), software code and product designs, based on existing data.
Natural Language Processing (NLP):	A subfield of artificial intelligence that focuses on the interaction between computers and humans using natural language.
Machine Learning (ML):	A subset of AI that focuses on developing algorithms that can learn and improve from data, without being explicitly programmed.
Supervised Learning:	A machine learning approach where the model is trained on labeled data, where the output is known, and the goal is to learn a general rule that maps inputs to outputs.
Reinforcement Learning:	A type of machine learning where an AI model learns from feedback given by humans in order to improve its performance.
ChatGPT:	ChatGPT is the web-interface to communicate with a language model developed by OpenAI (GPT+version number) that uses natural language processing (NLP) to generate human-like responses to (Text) prompts.
Proximal Policy Optimization (PPO):	A form of reinforcement learning used in the ChatGPT model.
Prompt:	A (Text) input given to the ChatGPT model to generate a response.
Prompt Engineering:	The process of creating high-quality prompts that result in accurate and appropriate responses from ChatGPT.
Use Case:	A practical application of ChatGPT in a business or real-world scenario.
Limitations:	The potential drawbacks and shortcomings of ChatGPT, including accuracy and bias issues.
Risks:	Potential negative consequences of using ChatGPT, such as misinformation or ethical concerns.
Ethical Guidelines:	A set of rules and principles to ensure the responsible and ethical use of ChatGPT and other AI technologies.
Foundation Models:	Large-scale AI models that are trained on a broad set of unlabeled data and can be used for different tasks with additional fine-tuning.
Generative Pretrained Transformer (GPT):	A family of foundation models that use deep neural networks to generate natural language (Text)s.
DALL·E:	A generative AI model developed by OpenAI that can create images from (Text) descriptions using a GPT architecture.
(Text)-to-image:	A generative AI technique that converts natural language (Text)s into images.
(Text)-to-music:	A generative AI technique that converts natural language (Text)s into music or lyrics .

## Literature reference

The [Effective Data Foundation](#) is very reluctant to provide an exhaustive list of literature as a solid understanding. In the case of the (Text) Generative AI Certification it is recommended to work with the various tools, models and applications that are dominating the world of Generative AI.

## Exam regulations

### General rules

A (Text) Generative AI Ambassador certification via the Effective Data Foundation is an honorary title, and fraud is not tolerated. Your exam will be immediately rejected if fraud is found to have been committed during or after completion of the exam. As a result, you will not be reimbursed for your examination fees.

If you fail to pass the exam, you will not receive a certificate. This also means that you must purchase and take a new exam for your certification. Every candidate only gets one attempt per exam to succeed.

### Sharing of exam questions is illegal

It is not allowed to share exam questions with others or make them public. This is a violation of the copyright and IP of the Effective Data Foundation and Van Haren Certify. Doing so can lead to legal action by Van Haren Certify with potentially harmful consequences.