

Learn n^o

AI Builders Lab

Diploma

100% Live, Interactive & Hands-On Training

Learn n'

We Saw a Gap. We Built the Bridge.

Learn n' Digital isn't just another online course platform. It's a community of practitioners who refused to settle for theory-only education.

Learn n' Digital is where Arab marketers come to get serious — about their skills, their careers, and their impact.

When we started Learn n' Digital, the landscape was full of courses that were either too generic, too outdated, or too disconnected from how marketing actually works in our region. Students were graduating from programs with certificates they couldn't back up in a real interview. Business owners were spending money on agencies without understanding what they were paying for. Freelancers were offering services they'd half-learned from YouTube. We built Learn n' Digital for all of them.

Not as a platform. As a community with a mission — to make practical, honest, industry-level digital marketing education accessible to every ambitious Arab professional, wherever they are.

Learn n'



8,000+

Students
Trained



25+

Countries
Represented



100%

Practitioner-Led
Curriculum

When you join Learn n'
Digital, you don't just
get a diploma

**You get a network that
stays with you long
after graduation.**

Course Introduction:

Stop using AI. **Start building with it.**

In today's fast-changing world, AI is no longer a luxury, it's a core skill.

This diploma gives you the mindset, tools, and real-world experience needed to turn AI into a powerful asset for your career or business.

In this hands-on diploma, you'll learn how to turn AI into a real tool without needing a technical background.

Over the course of 13 weeks and 75 hours of training, you will learn how AI works, how to control it through advanced prompting, and how to build automated workflows, AI agents, and AI-powered applications—without needing a technical background.

By the end of the program, you won't just understand AI, you'll be able to apply it, build with it, and use it to create real impact.

Course Details:

Days: 2 Sessions per Week

Time: 7:00 PM to 10:00 PM (GMT+3)

Duration: The Full AI Diploma runs about 13 weeks; the two specialized diplomas run about 11 weeks.

Sessions: 25 Sessions

Hours: 75 Hours

Session Hours: 3 Hours

Level: Beginner to Intermediate. No technical background required.

WHO IS IT FOR?

The AI Builders Lab Diploma is specifically designed for individuals at a beginner to intermediate level who want to use AI in a practical way.

The course is ideal for the following groups:

- Founders & Entrepreneurs
- Consultants & Business Professionals
- HR, Operations & Admin Professionals
- Finance & Customer Service Teams
- Marketers & Content Creators
- Social Media Managers & Brand Teams
- Anyone with no technical background who wants to build practical AI skills

What will I learn:

- Understand how AI works and identify the right AI use cases
- Write structured prompts and build a reusable AI toolkit
- Choose the right AI tools for research, productivity, content, and business tasks
- Build automated workflows using **Make and n8n**
- Connect tools through **APIs, webhooks, and integrations**
- Build AI-powered workflows with structured outputs, approvals, and error handling
- Create and deploy **AI agents** connected to tools, data, and documents
- Build AI-powered apps and MVPs using **Vibe Coding** without a coding background
- Connect AI apps to automations and deploy them safely
- Apply AI across **HR, Operations, Marketing, Social Media, Customer Service, and Reporting**
- Create AI-powered content, campaigns, SEO briefs, and marketing assets
- Turn a real idea into a validated, working, and launch-ready AI project

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75
Hours of

Hands-On
Practical
Training

Modules of Capability:

Duration: Approximately 13 Weeks

2 Days per Week

Diploma Duration — Hours Summary

Module 1 — AI Foundations & Mindset:	3 Hours – 1 Session
Module 2 — Prompting & AI Toolkit:	6 Hours – 2 Sessions
Module 3 — AI Automation & Agents:	24 Hours – 8 Sessions
Module 4 — Build & Launch: Vibe Coding & Startup:	18 Hours – 6 Sessions
Module 5 — AI for Business & Operations:	12 Hours – 4 Sessions
Module 6 — AI for Marketing & Social Media:	12 Hours – 4 Sessions

Total: 75 Hours – 25 Sessions

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Modules of Capability:



Phase 1: Preparation Core

The Preparation Core gives every learner the foundations needed for any specialization: how AI works, how to instruct it and choose the right tools, how to automate work with it, and how to build and launch a product with it. 17 sessions, 51 hours.

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Module 1 - AI Foundations & Mindset

3 Hours – 1 Session

Goal: Build a real intuition for how AI thinks, not just definitions.

Session 1 — AI Foundations & Mindset

What Will Be Covered:

- How AI works in plain language.
- Where AI already appears in daily life.
- AI vs Machine Learning vs Generative AI.
- Probability-based reasoning and how AI makes decisions.
- AI strengths, limitations, and why it sometimes gets things wrong.
- The path from idea to model:
Decision → Data → Training → Model → System.
- Classification vs Prediction vs Generation vs Recommendation.
- Live Teachable Machine experiment:
Train → Test → Break → Improve.
- Model thinking vs system thinking.
- Levels of automation inside AI systems.
- Characteristics of a good AI problem.

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Module 1 - AI Foundations & Mindset

3 Hours – 1 Session

Outcomes:

- Think with an AI-first mindset and identify real AI opportunities.
- Break a task into a clear AI workflow:
Problem → Data → Decision → Output.
- Understand what makes a good AI use case.
- Build a practical understanding of how AI thinks, including its strengths and limitations.

Deliverable:

- An AI Problem Canvas for a real task from your own work.
- A design sketch of your own AI Helper.

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Module 2 - Prompting & AI Toolkit

6 Hours – 2 Sessions

Goal: Instruct AI reliably, turn it into a specialist assistant, and choose the right tool for each task.

Outcomes:

- Write clear, structured prompts and fixed output formats.
- Control AI tone, structure, and depth.
- Build a reusable prompt library.
- Create AI personas for different professional tasks.
- Assemble a personal AI toolkit for research and productivity.
- Choose the right AI tool based on the task and desired output.

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Module 2 - Prompting & AI Toolkit

6 Hours – 2 Sessions

Session 2.1 — Prompting Basics

What Will Be Covered:

- The five parts of a clear prompt: Role, Context, Task, Format, Constraints
- Zero-shot vs Few-shot prompting
- Step-by-step instructions
- Fixed output formats for other tools and automation
- Fixing weak prompts
- Working with Arabic, Egyptian and Gulf dialects, and Franco-Arabic
- Safe prompting habits
- Verifying AI-generated results

Deliverable:

- Three reusable prompts for your own work
- Including one prompt with a fixed, machine-readable format

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Module 2 - Prompting & AI Toolkit

6 Hours – 2 Sessions

Session 2.2 — Professional AI Toolkit

What Will Be Covered:

- Advanced prompting and AI control
- System prompts
- AI personas
- Controlling tone, structure, and depth
- Building a reusable prompt library
- Perplexity
- NotebookLM
- Notion AI
- Gamma
- Voice AI with ElevenLabs
- Data analysis tools
- Choosing the right tool for each task

Deliverable:

- A personal AI toolkit tailored to your role
- A reusable persona prompt library

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Goal: Build systems that work for you automatically, not one prompt at a time.

Outcomes:

- Design, build, test, and safely run automation workflows.
- Understand when to use rule-based automation, AI steps, or AI agents.
- Connect tools and systems through APIs, webhooks, and integrations.
- Add AI steps with reliable, structured outputs.
- Build AI agents connected to your data and tools.
- Apply human approval, fallback routes, and cost-control practices.
- Build advanced agent systems using RAG, MCP, and multi-agent workflows.

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Session 3.1 — From Automation to AI Agents

What Will Be Covered:

- What automation is
- What is worth automating: frequency, clear rules, and volume
- Rule-based step vs AI step vs AI agent
- Why agents need automation underneath them
- Human-in-the-loop workflows
- Design Card: Trigger, Steps, Decisions, Result, What Can Fail
- No tools in this session

Deliverable:

- A completed Design Card for one real process from your work

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Session 3.2 — The Enablers

What Will Be Covered:

- Integrations and connectors
- APIs and JSON in plain language
- Webhooks vs polling
- API Keys vs OAuth
- How to store keys safely
- Tokens and cost
- AI platforms vs AI models
- Plugins and connectors inside AI apps
- Introduction to MCP
- Tools: Google AI Studio, Hoppscotch, webhook.site

Deliverable:

- A live API call
- A captured webhook
- A free AI API key stored safely

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Session 3.3 — Make: Basics & Syntax

What Will Be Covered:

- Scenarios, modules, and bundles
- Credits and operations
- Mapping data between modules
- Data types and functions
- Filters
- Router with a fallback route
- Run Once and History for testing
- Building solid automation logic before adding AI

Deliverable:

- A working scenario with a filter and router with fallback, tested on sample data

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Session 3.4 — Make: Real Workflows

What Will Be Covered:

- Google Sheets and Gmail integrations
- Leads, orders, and notifications
- Iterator and aggregator
- Webhook-triggered scenarios
- Scheduling
- Multi-step workflows
- Debugging and testing
- Test data before live data

Deliverable:

- A multi-step workflow for your path scenario: orders, requests, or leads

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Session 3.5 — Make: Real Workflows with AI

What Will Be Covered:

- Adding an AI step
- Prompting for reliable automation
- Structured JSON output and parsing
- Routing based on AI output
- Human approval before external actions
- Error handlers
- Introduction to agent anatomy through Make AI Agents

Deliverable:

- An AI-powered workflow with an approval step and error handler

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Session 3.6 — n8n: Advanced Workflows

What Will Be Covered:

- Cloud vs self-hosted
- Translating Make concepts to n8n
- Nodes and items
- Expressions and core nodes
- Webhook and HTTP Request nodes
- Credentials
- Executions and debugging
- Handling and transforming data

Deliverable:

- The AI workflow from Session 3.5 rebuilt and running in n8n

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Session 3.7 — AI Agents in n8n

What Will Be Covered:

- AI Agent node
- System message
- Memory
- Agent tools
- Giving an agent safe tools
- MCP client
- Max iterations and cost control
- Approval gates for risky actions

Deliverable:

- A working AI agent with at least two tools and a human approval step

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Module 3 - AI Automation & Agents

24 Hours – 8 Sessions

Session 3.8 — Agent Systems & Capstone

What Will Be Covered:

- Knowledge search using RAG
- Answering from your own documents
- Agent-as-a-tool
- Multi-agent pipelines
- MCP server trigger
- Testing agents with real and tricky questions
- Optional chatbot front ends: Voiceflow and Botpress
- Final workshop and showcase

Deliverable:

- A final Capstone Agent for your path:
 - HR Helpdesk
 - Content Assistant
 - Sales Assistant

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Module 4 - Build & Launch: Vibe Coding & Startup 18 Hours – 6 Sessions

Goal: Go from an idea to a validated, working, and launched AI-powered product without needing a coding background.

Outcomes:

- Identify and validate real business opportunities.
- Turn an idea into a clear product and build brief.
- Use AI app builders to create working applications.
- Build forms, interfaces, and data-driven app features.
- Connect applications to automations using Make or n8n.
- Deploy an AI-powered product safely.
- Develop a business model, go-to-market plan, and final pitch.

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Training

Module 4 - Build & Launch: Vibe Coding & Startup 18 Hours – 6 Sessions

Session 4.1 — AI Ideation & Opportunity Mapping

What Will Be Covered:

- Finding real problems worth solving
- Business, team, and market opportunities
- Problem validation
- Niche selection
- Scoring opportunities based on skills and available data
- Choosing the right project to build

Deliverable:

- An Opportunity Map
- A selected project with a one-page project brief

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Hours of

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Training

Module 4 - Build & Launch: Vibe Coding & Startup 18 Hours – 6 Sessions

Session 4.2 — Market & User Validation with AI

What Will Be Covered:

- Market research with AI
- Competitor analysis
- Surveys and user interviews
- Testing demand before building
- Defining the target user
- Writing a Unique Value Proposition (UVP)

Deliverable:

- A validation report
- A clear UVP statement

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Training

Module 4 - Build & Launch: Vibe Coding & Startup 18 Hours – 6 Sessions

Session 4.3 — Vibe Coding Foundations

What Will Be Covered:

- What Vibe Coding is and what it is not
- How AI app builders turn prompts into working applications
- Prompt-to-app builders
- AI code editors
- Design-to-code tools
- Writing a build brief: goals, users, screens, data, and rules
- Build loop: Prompt → Run → Review → Fix
- Understanding error messages without coding knowledge
- Safe AI app-building practices

Deliverable:

- A complete Build Brief
- A first working application page

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Module 4 - Build & Launch: Vibe Coding & Startup 18 Hours – 6 Sessions

Session 4.4 — Building a Working App

What Will Be Covered:

- Creating forms
- Saving and managing data
- Google Sheets or hosted databases
- Building multiple screens
- Arabic RTL layouts
- Bilingual interfaces
- Fixing bugs through clear instructions
- Version history and rollback
- Keeping changes small and testable

Deliverable:

- A working app with:
 - A functional form
 - Stored data
 - Arabic-ready interface

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Training

Module 4 - Build & Launch: Vibe Coding & Startup 18 Hours – 6 Sessions

Session 4.5 — Connect, Deploy & Ship

What Will Be Covered:

- Sending app data to Make or n8n
- Using webhooks
- Adding AI features inside the app
- Publishing the app to a public link
- Privacy and security checklist
- Testing with real users
- Collecting user feedback

Deliverable:

- A deployed application
- Connected to an automation workflow
- Tested with real users

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Hours of

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Training

Module 4 - Build & Launch: Vibe Coding & Startup 18 Hours – 6 Sessions

Session 4.6 — Business Model, Launch & Pitch

What Will Be Covered:

- Business models
- Pricing strategy
- Go-to-market strategy
- Launch planning
- Growth with AI
- Measuring product results
- Preparing the final pitch
- Final project showcase

Deliverable:

- A complete Launch Plan
- A final Pitch for the working product

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Phase 2: Specialization

After completing the Preparation Core, learners move into the specialization that best matches their professional path. The Full AI Diploma includes both specialization tracks.

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Module 5 - AI for HR & Operations

12 Hours – 4 Sessions

Goal: Use AI to cut costs, save time, and improve decisions across service, people, and processes.

Outcomes:

- Automate customer-service workflows.
- Use AI responsibly in HR processes.
- Produce reports and analysis faster.
- Document and automate business processes with a clear roadmap.

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Module 5 - AI for Business & Operations

12 Hours – 4 Sessions

Session 5.1 — AI in Customer Service

What Will Be Covered:

- Chatbots and auto-response systems
- Ticket routing and priority rules
- Handling Arabic dialect messages
- Measuring response quality
- Knowing when a human must take over

Deliverable:

- A ticket triage and auto-reply workflow
- With a human approval step

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Module 5 - AI for Business & Operations

12 Hours – 4 Sessions

Session 5.2 — AI in Business

What Will Be Covered:

- Candidate screening with clear rubrics
- Fairness and data privacy
- Onboarding journeys
- Employee FAQs
- Leave-request helpdesk
- Keeping final decisions with people

Deliverable:

- A candidate screening rubric
- An onboarding assistant

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Module 5 - AI for Business & Operations

12 Hours – 4 Sessions

Session 5.3 — AI in Finance, Reports & Analysis

What Will Be Covered:

- Analysing spreadsheets and business data with AI
- Automated management reports
- Invoice and expense sorting
- Approval controls before money moves
- Approval controls before records are changed

Deliverable:

- An automated monthly report pack
- Built from a sample dataset

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Module 5 - AI for Business & Operations

12 Hours – 4 Sessions

Session 5.4 — AI SOPs & Automation Roadmap

What Will Be Covered:

- Writing SOPs with AI
- Mapping business processes
- Scoring automation opportunities
- Automation planning
- Estimating expected savings
- Live business audit workshop

Deliverable:

- A complete SOP
- A 90-day automation roadmap for your department

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Module 6 - AI for Marketing & Social Media 12 Hours – 4 Sessions

Goal: Create more content, run faster campaigns, and achieve better marketing results with AI.

Outcomes:

- Produce AI-powered visuals and video.
- Plan and publish content at scale.
- Write higher-converting marketing copy.
- Use AI to support SEO and paid advertising.
- Automate parts of the social media workflow.

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Module 6 - AI for Marketing & Social Media 12 Hours – 4 Sessions

Session 6.1 — Visual AI & Content Creation Tools

What Will Be Covered:

- Image prompting fundamentals
- Midjourney
- DALL·E
- Flux
- Video tools: Runway, Kling, HeyGen
- Brand consistency
- Regionally authentic visuals
- Copyright and disclosure basics
- Creating content assets with AI

Deliverable:

- A branded set of social media images
- A short AI-generated video

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Training

Module 6 - AI for Marketing & Social Media 12 Hours – 4 Sessions

Session 6.2 — AI Content Strategy

What Will Be Covered:

- Audience research with AI
- Competitor research
- Content pillars
- Content calendar planning
- Repurposing one idea across multiple channels
- Moving from idea to published post

Deliverable:

- A 30-day bilingual content calendar

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Module 6 - AI for Marketing & Social Media 12 Hours – 4 Sessions

Session 6.3 — Social Media with AI

What Will Be Covered:

- Writing social media posts
- Designing content
- Scheduling posts
- Platform-specific formats:
 - Instagram
 - TikTok
 - LinkedIn
 - Snapchat
- Community replies
- Social listening
- Scheduling through automation with approval

Deliverable:

- One week of social media posts
- Created and scheduled automatically

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Module 6 - AI for Marketing & Social Media 12 Hours – 4 Sessions

Session 6.4 — AI Copywriting, SEO & Ads

What Will Be Covered:

- Ads and email sequences
- SEO strategy
- Keyword strategy
- Arabic keyword research
- Paid ads optimization
- Copywriting tools such as Jasper and Copy.ai
- Final workshop

Deliverable:

- A complete campaign pack, including:
 - Ad variants
 - Email sequence
 - SEO brief

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Level & Target Audience:

Level: Beginner to Intermediate

Technical Background: No technical background required.

Designed for non-technical professionals who want to use AI in a practical, business-focused way and apply it directly to real work scenarios.

Ideal for:

- Founders & Entrepreneurs
- Consultants & Business Professionals
- HR Professionals
- Operations & Admin Managers
- Finance Teams
- Customer Service Leads
- Marketers & Content Creators
- Social Media Managers
- Brand Teams
- Professionals who want to automate work, build AI agents, or create AI-powered products without coding

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Diploma Outcomes:

By the end of this diploma, graduates will be able to:

- Understand how AI works and identify strong AI use cases
- Write structured prompts and build reusable AI prompt libraries
- Choose the right AI tools for different professional tasks
- Build automation workflows using Make and n8n
- Connect tools through APIs, webhooks, and integrations
- Add AI steps with structured outputs and approval flows
- Build AI agents connected to tools, data, and documents
- Use RAG, MCP, and multi-agent concepts in practical workflows
- Build and launch AI-powered applications using Vibe Coding
- Validate business ideas before building
- Connect apps to automations and deploy them safely
- Apply AI in HR, Operations, Finance, Customer Service, Marketing, Social Media, SEO, and Ads
- Build a portfolio of real, working AI deliverables

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Capstone Project

Every participant will complete practical, real-world deliverables throughout the program, resulting in a final portfolio and capstone project relevant to their chosen path.

Deliverable	Description
AI Toolkit & Prompt Library	A personalized AI toolkit with reusable prompts and AI personas tailored to the participant's role.
Automation Workflow	A working multi-step automation built with Make or n8n, including AI steps, approvals, error handling, and real business logic.
AI Agent	A functional AI agent connected to tools and data, with human approval and safe action controls.
AI-Powered App / MVP	A working AI-enabled application or MVP built using Vibe Coding, connected to automation, and deployed for testing.

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Validation & Launch Plan	A validation report, value proposition, business model, go-to-market plan, and launch strategy for the final project.
Specialization Project	A role-specific project such as an HR helpdesk agent, content assistant, sales assistant, internal business tool, or campaign landing page.
Final Presentation & Pitch	A final showcase and pitch presenting the working product, its business use case, and launch plan.

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Program Design Philosophy:

Hands-On / 20% Theory 80%:

— every session ends with a real deliverable

Cohort-based learning:

— participants learn from each other's industries and use cases

Role-specific tracks:

— workshops are tailored to whether you're in Business, Marketing, or building a Startup

Living curriculum:

— content is refreshed every 3 months as the AI landscape evolves

Portfolio on graduation:

— every participant leaves with real, usable work they built during the program

How will I Learn?

Our approach is rooted in the belief that effective learning must be **practical, structured, and personalized.**

- 1. Theory:** Every journey begins with a solid foundation. We equip learners with the core concepts, frameworks, and principles, ensuring that practical application is always backed by deep, structured understanding.
- 2. Learn by Doing (practical):** Every concept is paired with hands-on exercises, real-world case studies, and actionable frameworks that learners can apply immediately in their professional context
- 3. Structured Progression:** We guide learners through a clear, stage-by-stage journey — from foundational knowledge to advanced application — ensuring no one is left behind and no one is held back.
- 4. Feedback & Assessment:** Regular checkpoints, quizzes, and project reviews ensure that learners are not only consuming content but truly internalizing and applying it.
- 5. Lifetime support and mentorship:** The journey doesn't stop after the session ends or even after the course ends. Learn n' team and instructors provide you with lifetime support to ensure your learn n' journey and even your work, and interviews go as smoothly as possible.

Course Requirements:

Device: A laptop is highly recommended for a smoother learning experience (a phone can be used, but is limited)

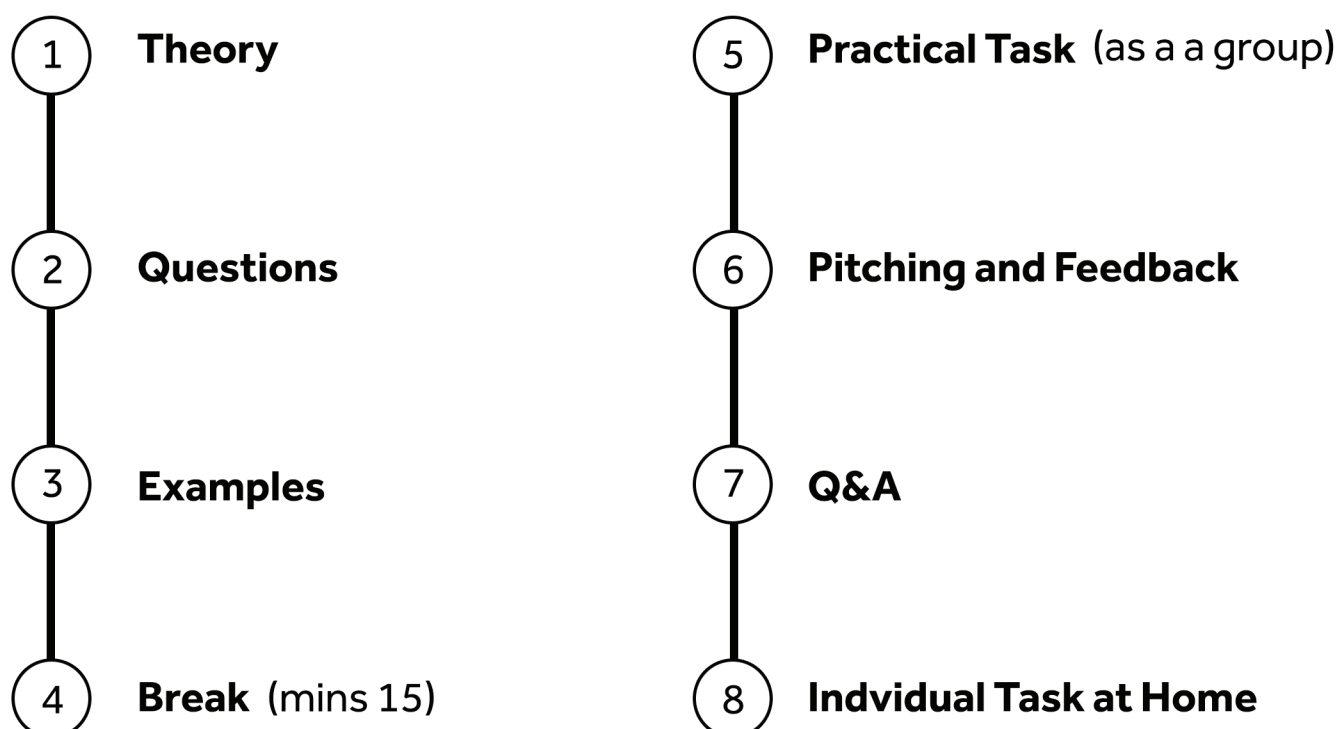
Internet Connection: Stable internet access to attend live sessions and complete activities.

Platform: Zoom

Communication platforms: Email, WhatsApp and Google Classroom dedicated to the specific course or workshop.

Internet Problems: In case a trainee misses sessions due to internet problems, he/she can watch the recorded session that will be sent to him/her. If the person misses a lot of sessions, Learn n' can let him join the next round without any extra fees.

Session Flow:



Traditional Course vs. Learn n' Digital:

Factor	Learn n' Digital (Live)	Recorded Courses
Interaction	High (real-time)	None / limited
Format	Interactive, project-based learning	Passive video lectures
Flexibility	Fixed Schedule*	High
Completion rate	High	Very low
Support	Mentorship + feedback	Usually none
Learning depth	Deeper (guided)	Depends on self-discipline
Application	Real-world Tasks and case studies	Theoretical concepts
Updates	Regularly updated to reflect market trends	Static content

***The session's hours are fixed, but you can watch the session recorded if you miss it.**

Learn n' Benefits:

Live, interactive sessions: Learn in real time, ask questions, and stay fully engaged.

Practical, hands-on learning: Apply everything through real projects — not just theory.

Lifetime access to recorded sessions: Rewatch anytime and learn at your own pace.

Expert instructors: Learn from professionals with real industry experience.

Diverse student community: Connect with learners from different countries, backgrounds, and perspectives.

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Portfolio building support: Get guidance to create a portfolio that actually reflects your skills and helps you get hired.

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Learn n' Plus - Because growth doesn't stop after a course.

Our Trainers



▶ Mohamed Abd-Elhafez

Mohamed Abd-Elhafez is a Senior AI & Automation Engineer at VOIS, leading the development of enterprise-grade Generative AI solutions for European markets including the UK, Germany, and Spain. With a strong background in software engineering and RPA, he has delivered +50 UiPath automation processes and contributed to the migration of +100 legacy systems before specialising in advanced AI architectures.



▶ Mahmoud Hashad

Experienced and strategic Technical Branch Manager with +15 years leading technology teams and driving digital transformation across the Middle East. Proven expertise in enterprise software architecture, AI-powered solutions, and eCommerce platforms, with a strong record of aligning technology strategies with business growth. Founded and scaled three tech companies from the ground up, built and mentored high-performance teams (+30 engineers), and delivered complex, multi-million-dollar projects.

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