



Netaji Subhas Open University

Premier State Open University of India
Accorded with UGC 12B
Accredited by NAAC with Grade A



Centre for Language Translation & Cultural Studies (CLTCS)

School of Humanities
Netaji Subhas Open University
in collaboration with
Media Skills Lab Presents

12 Weeks Short Term
Course on
**Certificate in Artificial
Intelligence for
Modern Professionals**

আধুনিক কর্মক্ষেত্রে
কৃত্রিম বুদ্ধিমত্তা



Certificate in Artificial Intelligence for Modern Professionals

আধুনিক কর্মক্ষেত্রে কৃত্রিম বুদ্ধিমত্তা

Course Duration

Total Duration: 3 Months (12 Weeks)

Weekly Commitment: 3 Hours per week
(Wednesday 8- 9:30 PM & Saturday 7-8:30 PM)

Total Learning Hours: 36 Hours (Online) + 12 Hours (Offline)

Mode: Blended (Online + Offline) with recorded sessions available via LMS

Sessions will be recorded via the LMS platform so participants can learn at their own pace

Total Course Fee: Course fees: INR 5500

To be paid at the time of admission.

Medium of Instructions: English, Bengali & Hindi

Coordinator(s):

Arijit Ghosh

Assistant Professor, Journalism and Mass Communication, School of Humanities, Netaji Subhas Open University

Mr. Joydeep Das Gupta

Director, Media Skills Lab

About the Course

The *Artificial Intelligence for Modern Professionals* course is designed to equip learners with practical, ethical and industry-relevant knowledge of Artificial Intelligence. It focuses on integrating AI tools into everyday professional workflows such as research, content creation, communication and decision-making. The course blends conceptual understanding with hands-on applications, ensuring participants enhance productivity while maintaining accuracy, critical thinking and ethical standards. Course Objectives - Upon successful completion of this course, participants will be able to:

- Understand the fundamental concepts, significance, and potential of Artificial Intelligence (AI).
- Identify and effectively use various AI tools and technologies relevant to the modern workplace.
- Apply AI to everyday professional tasks such as report writing, email drafting, presentations, and content creation.
- Utilize AI for data-driven decision-making and problem solving.
- Improve productivity, time management, and work efficiency using AI-enabled solutions.
- Recognize the practical applications of AI across different professions and industries.
- Develop effective prompting skills to communicate efficiently with AI systems.
- Understand the ethical considerations, risks, privacy issues, and responsible use of AI.
- Prepare for the future of work by building

- essential AI-related skills and adaptability.
- Enhance professional competitiveness by integrating AI into routine workflows.

Who can Participate:

- Higher Education Learners
- Working Professionals
- Educators
- Administrators
- Business owners/ Entrepreneurs
- Government /Private Enterprises

Course Modules

The course is divided into 12 modules covering key aspects of AI in professional use, including:

Week 1:

Module 1: Introduction to Artificial Intelligence

- What is AI and how it works. Levels, capabilities, and limitations of AI.
- Applications of AI across different professions including journalism, education, research, administration, law, healthcare, business, and content creation.
- Real-world case studies from media organisations, government institutions, research bodies, and industry.
- Overview of commonly used AI tools and platforms.

Week 2

Module 2: How AI Language Models Work How AI tools generate text and responses.

- Training data, tokens, probability, and prediction.

- Bias, errors, hallucinations, and reliability challenges.
- AI tools vs search engines: differences in function and reliability.
- Understanding strengths and limitations of language models in professional use.

Week 3

Module 3: Prompting Skills for Professionals

- Writing clear, structured, and ethical prompts.
- Context-building and task-specific prompting.
- Multi-step prompting and role-based prompting.
- Prompting for different outputs including reports, presentations, research summaries, and emails

Week 4

Module 4: AI for Research and Background Reporting

- Issue mapping and background research using AI.
- Summarising reports, policy documents, research papers, and judgments.
- Using AI to frame interview questions and research frameworks.
- Cross-verification and validation of AI-generated information.
- AI-assisted literature review and topic exploration.

Week 5

Module 5: Fact-Checking and Misinformation Detection

- AI-assisted fact-checking workflows.
- Tools for detecting misinformation,

manipulated media, and deepfakes.

- Reverse image search and verification tools.
- Risks and limitations of automated verification.
- Ethical verification practices and human oversight.

Week 6

Module 6: AI in Content Creation and Storytelling

- Drafting articles, explainers, scripts, newsletters, and captions.
- Editing for clarity, structure, tone, and readability.
- Converting notes, interviews, and transcripts into publishable content.
- Introduction to Python and AI-assisted coding for automation.
- Using AI to generate structured reports and documentation.

Week 7

Module 7: Productivity Tools using AI (Email, Documentation & PPTs)

- Writing professional emails using AI tools.
- Drafting reports, proposals, and official documentation.
- Creating structured PowerPoint presentations using AI tools.
- Generating presentation outlines, slide content, and speaker notes.
- Converting raw notes into presentation-ready material.
- Tools for summarising meetings and creating action points.
- AI tools to be discussed in this module include:

ChatGPT, Google Gemini, Microsoft Copilot, Canva Magic Write, Gamma, and Notebook LM.

Week 8

Module 8: AI for Visual, Audio, and Video Content Generation

- AI tools for generating images, podcasts, and video content.
- Speech-to-text tools for transcription in English and Indian languages including Hindi, Bengali, Tamil, Telugu, Malayalam, Marathi, and others.
- Tools for converting speech into text and subtitles.
- Captioning, transcription, and multimedia enhancement.
- Ethical use of AI-generated visual and multimedia content.
- AI tools to be discussed include: Sarvam AI, Whisper, Google AI Studio Speech-to-Text, Otter.ai, Canva AI, Runway ML, and ElevenLabs.

Week 9

Module 9: Automated and Augmented Content Creation

- Introduction to Natural Language Processing (NLP).
- Automated content drafting and augmentation.
- Using AI writing tools responsibly and ethically.
- Role of Generative AI in newsroom and professional content production.
- Human-AI collaboration in content creation.

Week 10

- Personalization and Audience Engagement
- AI-driven audience analytics and behavioural insights.
- Personalising content based on audience needs.
- AI tools for engagement optimisation.
- Case studies of successful AI-driven audience engagement models.
- Ethical considerations in audience targeting and personalization.

Week 11

- Public Engagement, Distribution, and Workflow Optimization
- Integrating AI into daily professional workflows.
- Automation of repetitive tasks using AI.
- Content optimisation for digital platforms and social media.
- Audience analytics and performance tracking.
- Comparative overview of major AI tools and their professional applications.
- AI tools to be discussed include: ChatGPT,

Google Gemini, Microsoft Copilot, Claude, Perplexity AI, Canva AI, Grok, Gamma, and other productivity tools.

Week 12

- AI Ethics, Safety, and Capstone Project
- Bias, transparency, accountability, and fairness in AI.
- Ethical use of AI in professional environments.
- Disclosure norms, editorial responsibility, and source protection.
- Data privacy, consent, and responsible AI use.
- Development and presentation of a practical AI-based project relevant to participants' professional work.

Study Materials

In the form of Recordings, Resource Books, Study Links (After every class)

Mode of Assessment

Weekly Assignments and Final Project or Presentation.

About The Centre

The Centre for Language, Translation and Cultural Studies (CLTCS) was established under the aegis of the School of Humanities, Netaji Subhas Open University, Kolkata in 2016 as a self-financed entity.

The objective of the Centre, in the broadest terms, is to engage in expanding the multi-lingual domain of knowledge sharing through meaningful partnerships with similar Centres, Institutions and private bodies that are

potential collaborators in such efforts. To this end, CLTCS has the mandate for conducting need-based language Trainings / Orientation Programmes / Refresher Courses / Certificate Courses; promoting and proliferating knowledge-based repositories of various regional socio-cultural specificities and offering the same as Open-Source materials through its dedicated web domain. In the field of Open and Distance Learning (ODL), CLTCS engages in making available the Self Learning Materials (SLM) of

NSOU accessible through translation to multi-lingual target learners. The Centre also envisages partnerships with a view to publishing quality materials on ODL pedagogy on a national level.

As a Centre in the arena of studies in the Humanities, CLTCS is keen on undertaking research activities in related fields of translation and cultural studies, organising seminars and conferences that promise to chart new directions, and also offering language and translation based self-financed courses to be offered by trained faculty and state of the art infrastructural resources.

The mission of the Centre is to establish itself as a hub for interactions between various Indian languages and literatures, promoting humanistic studies in interdisciplinary fields where language experts need to foray, and thereby emerge as a point of convergence between infinite strands of Indian cultural thought.

About Media Skills Lab

A member of UNESCO's Media and Information Literacy Alliance, Media Skills Lab is an educational and research-driven initiative focused on strengthening media literacy, ethical journalism and the responsible use of emerging technologies. It works at the intersection of journalism, digital transformation and public communication, offering structured training programmes for students, journalists, educators and professionals. A core focus of Media Skills Lab is AI literacy. It trains participants to use artificial intelligence tools responsibly while addressing challenges like misinformation, bias and data privacy. The initiative also promotes evidence-based reporting through Solutions Journalism and builds capacity in areas such as data journalism, multimedia storytelling and digital safety.



**media
skills
lab**
Centre for
Interdisciplinary
Studies

CAC (Course Advisory Committee)

Prof. Manan Kumar Mandal, Coordinator, CLTCS, NSOU
Dr. Srideep Mukherjee, Officer-In-Charge, SoH, NSOU
Arijit Ghosh, Assistant Professor of JMC, NSOU
Jaydeep Das Gupta, Academic Director, Media Skills Lab
Kamalika Sengupta, Editor (East), CNN News 18

Upon completion of the assignments, the enrolled participants will be awarded a Certificate by CLTCS, NSOU and Media Skills Lab