



BODY OF KNOWLEDGE

AI Mastery for Career & Business

AIM • 12 weeks • 60 lessons

Capstone artefact: 90-Day Applied AI Build (Individual, Entrepreneur, or Organisation track)

WEALTHPRO AFRICA • E-LEARNING PROGRAMME 2026–2027 • "STRUCTURED. PRACTICAL. CREDIBLE."

Overview

About WealthPro Africa

WealthPro Africa is a structured, OECD-aligned e-learning platform delivering financial literacy and professional skills education across African markets, including Kenya, Nigeria, Ghana, Uganda, Tanzania, and Rwanda. Every lesson is built to the WealthPro 14-Point Lesson Standard and delivered on the WealthPro LMS, powered by OpenEdX, so that learning is practical, credible, and grounded in the realities of the African professional context.

About This Course

AI Mastery for Career & Business (AIM) is built for professionals and entrepreneurs across Africa who want practical, building-first AI fluency for career and business growth. It assumes no AI background, only basic digital literacy, and it is deliberately tool-resilient: the emphasis is on durable skills and judgement, the prompt-engineering discipline, a four-question model-evaluation framework, and responsible adoption, rather than any single product that may change within months.

The course runs across four levels over twelve weeks and sixty lessons. Level 1, AI Foundations and the Practitioner's Mindset, builds an honest understanding of what AI is, the early-2026 landscape and toolkit, and the prompt-engineering discipline. Level 2, Applied AI Across Business Functions, deploys AI across sales and business development, marketing, finance and investment, operations, service, people, and legal. Level 3, Responsible AI, Governance and African Data Sovereignty, covers AI risk, the Kenya Data Protection Act 2019 and wider African compliance, and data sovereignty and African languages. Level 4, Building and the AI-Native Professional, teaches Vibe Coding for the non-technical builder, architecting an AI-native business with a sector playbook, and a 90-day applied capstone you actually build.

The course is grounded in Applied AI: A Definitive Guide to AI Applications in Business and Career Growth in Africa (Marangu, 2026), the Africa-first practitioner text on which the curriculum is based.

Course Learning Outcomes

1. AIM-CO1: Explain what AI actually is, read the early-2026 landscape accurately, and separate hype from practitioner reality.
2. AIM-CO2: Apply the prompt-engineering discipline and a four-question model-evaluation framework that survives tool churn.
3. AIM-CO3: Deploy AI across core business functions: sales, marketing, finance, operations, service, people, and legal.

4. AIM-CO4: Recognise and mitigate AI risk, and apply responsible-AI governance grounded in the Kenya Data Protection Act 2019 and CMA context.
5. AIM-CO5: Address African data sovereignty and language realities in how you adopt, govern, and build with AI.
6. AIM-CO6: Build without writing code through Vibe Coding, turning ideas into working tools.
7. AIM-CO7: Architect an AI-native business and apply a sector playbook to your own domain.
8. AIM-CO8: Deliver a 90-day, three-track applied build for yourself, your venture, or your organisation.

How to Use This Body of Knowledge

This Body of Knowledge maps the full scope of the course: its domains, learning objectives, and key terms. Use it to preview the scope before you begin, as a study checklist while you work through each week, and as a professional reference after you finish. The BOK is the map; the LMS is the journey.

Capstone Artefact

The capstone artefact is the 90-Day Applied AI Build, a practical, presentation-ready body of work delivered in one of three tracks: Individual, a personal, career-focused build; Entrepreneur, a venture-focused build; or Organisation, a team or departmental build. It is developed progressively, with foundations laid from Level 1 and the build accelerating through Level 4. Each capstone combines working AI tools or workflows, a responsible-use and governance section, and an implementation plan with measurable outcomes. It is both a practical deliverable and a professional credential demonstrating end-to-end applied AI competence, and it provides direct evidence of all eight course outcomes. It mirrors the three-track, 90-day action plan set out in Part Six of the Applied AI book.

Recommended Resources

- Marangu, V.M. (2026). Applied AI: A Definitive Guide to AI Applications in Business and Career Growth in Africa. WealthPro Africa, Nairobi. (Primary source text for this course.)
- WealthPro Africa (2026). AI Mastery for Career & Business Workbook, AIM01 to AIM04. WealthPro Africa. Available at: lessons.wealthpro.africa
- OECD (2019, updated 2024). Recommendation of the Council on Artificial Intelligence. OECD/LEGAL/0449. OECD Publishing, Paris. Available at: <https://legalinstruments.oecd.org>
- Republic of Kenya (2019). Data Protection Act, 2019 (Act No. 24 of 2019). Government Printer, Nairobi. Guidance at: <https://www.odpc.go.ke>
- Capital Markets Authority, Kenya (2026). Regulatory framework and guidance notes. Available at: <https://www.cma.or.ke>

- Smart Africa (2021). Artificial Intelligence for Africa: Blueprint. Smart Africa Secretariat, Kigali. Available at: <https://smartafrica.org>
- Russell, S. and Norvig, P. (2021). Artificial Intelligence: A Modern Approach. 4th edn. Pearson, Harlow.

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DOMAIN 1: UNDERSTANDING AI, FROM HYPE TO PRACTITIONER REALITY (7%)

Learning Objectives

1. Define artificial intelligence, machine learning, deep learning, and generative AI in plain language, and explain in non-technical terms how large language models produce their outputs.
2. Distinguish marketing hype from practitioner reality, identifying what current AI can and cannot reliably do for an African professional or business.
3. Read the early-2026 AI landscape accurately, including the shift from single chatbots towards multimodal, multi-model, and agentic systems.
4. Explain why AI fluency, rather than mastery of any single tool, is the durable skill, and frame AI as augmentation of the African professional rather than replacement.
5. Articulate three realistic, near-term AI use cases for your own role or venture and the value each would create.

Key Terms

- Artificial intelligence (AI)
- Machine learning
- Deep learning
- Generative AI
- Large language model (LLM)
- Foundation model
- Token and context window
- Multimodal AI
- Agentic AI
- Hallucination
- AI hype cycle
- Augmentation vs automation
- Practitioner reality
- Narrow vs general AI
- AI fluency

DOMAIN 2: THE AI LANDSCAPE AND TOOLKIT FOR AFRICAN PROFESSIONALS (7%)

Learning Objectives

1. Map the major AI model families and platforms, including conversational, image, audio, video, and coding tools, and identify what each is best suited to.
2. Apply a four-question model-evaluation framework, covering capability, cost, data handling, and reliability, to select the right tool for a given task.

3. Assemble a practical, mostly free-tier AI toolkit appropriate to African connectivity, device, and budget realities.
4. Evaluate mobile-first and low-bandwidth considerations, including data costs, offline limits, and WhatsApp-based workflows common across African markets.
5. Establish safe account, data, and privacy practices before placing any business information into an AI tool.

Key Terms

- Model family
- Conversational AI
- Image generation
- Audio and voice AI
- Video generation
- Coding assistant
- Free tier vs paid tier
- Four-question evaluation framework
- Mobile-first AI
- Low-bandwidth workflow
- Data residency
- API vs app interface
- Tool selection
- Total cost of ownership
- Privacy settings

DOMAIN 3: THE PROMPT ENGINEERING DISCIPLINE AND YOUR AI MINDSET (9%)

Learning Objectives

1. Apply the core prompt-engineering discipline, setting role, context, task, format, and constraints, to lift output quality consistently.
2. Use advanced techniques, including few-shot examples, chain-of-thought prompting, iterative refinement, and structured output requests.
3. Build and maintain a reusable personal prompt library for recurring professional tasks.
4. Adopt the augmentation mindset, treating AI as a thinking partner and co-pilot while retaining human judgement and accountability.
5. Apply verification habits to detect hallucinations, factual errors, and unsupported claims before acting on any AI output.

Key Terms

- Prompt engineering
- Role prompting
- Context injection
- Task specification

- Output formatting
- Constraints
- Few-shot prompting
- Chain-of-thought prompting
- Iterative refinement
- Prompt library
- Augmentation mindset
- AI as co-pilot
- Human-in-the-loop
- Verification habit
- Prompt pattern

DOMAIN 4: AI FOR ENTREPRENEURS, SALES AND BUSINESS DEVELOPMENT (9%)

Learning Objectives

1. Apply AI to opportunity identification, market research, customer-persona building, and idea validation for an African market context.
2. Use AI across the sales cycle, including prospecting, lead qualification, personalised outreach over WhatsApp and email, proposal drafting, and objection handling.
3. Accelerate business development with AI-assisted pitch decks, partnership research, and go-to-market planning.
4. Build an AI-supported Business Model Canvas, articulating how AI strengthens each component of a venture.
5. Apply responsible-use and accuracy checks to customer-facing AI outputs to protect trust and brand.

Key Terms

- Market research AI
- Customer persona
- Idea validation
- Minimum viable product (MVP)
- Prospecting
- Lead qualification
- Lead scoring
- Personalised outreach
- WhatsApp business workflow
- Proposal drafting
- Pitch deck
- Go-to-market plan
- Business Model Canvas
- Partnership research
- Sales pipeline

DOMAIN 5: AI FOR MARKETING, FINANCE AND INVESTMENT (9%)

Learning Objectives

1. Build an AI-assisted marketing engine, including content calendars, campaign copy, search optimisation, social media, and brand-consistent creative for African audiences.
2. Apply AI to finance and accounting tasks, including expense categorisation, budgeting, financial modelling, and management reporting.
3. Use AI for investment research and analysis with appropriate caution, distinguishing decision-support from regulated financial advice.
4. Design measurement and personalisation workflows using analytics, segmentation, and sentiment analysis.
5. Apply governance to financial and marketing AI use, including data protection, disclosure, and human review of AI-generated figures.

Key Terms

- Content calendar
- Campaign copy
- AI-assisted SEO
- Brand-consistent creative
- Social media automation
- Expense categorisation
- Financial modelling
- Management reporting
- Investment research
- Decision support vs advice
- Personalisation engine
- Segmentation
- Sentiment analysis
- Marketing analytics
- Disclosure

DOMAIN 6: AI FOR OPERATIONS, SERVICE, PEOPLE AND LEGAL (8%)

Learning Objectives

1. Apply AI to operations and supply-chain tasks, including demand forecasting, inventory optimisation, scheduling, and process documentation, mindful of African logistics constraints.
2. Design AI-enhanced customer service using chatbots, knowledge bases, ticket triage, and multilingual support.
3. Use AI across the people function, including job descriptions, screening assistance, onboarding, and learning, while guarding against bias and protecting candidate data.

4. Apply AI to routine legal and compliance tasks, including contract-review assistance, policy drafting, and summarisation, with clear escalation to qualified professionals.
5. Run an AI readiness audit of core processes and prioritise the highest-value, lowest-risk automation targets.

Key Terms

- Demand forecasting
- Inventory optimisation
- Process documentation
- Standard operating procedure
- Customer-service chatbot
- Ticket triage
- Knowledge base
- Multilingual support
- Job description drafting
- Screening assistance
- Onboarding
- Contract-review assistance
- Policy drafting
- AI readiness audit
- Escalation protocol

DOMAIN 7: RECOGNISING AND MITIGATING AI RISK (8%)

Learning Objectives

1. Identify the principal categories of AI risk, including hallucination, bias, security, privacy, intellectual property, and over-reliance.
2. Explain the origins of AI bias, including training-data and algorithmic bias, and apply practical bias-checking techniques.
3. Assess intellectual property and confidentiality risks of placing business or client data into AI tools, and apply safe-input practices.
4. Apply a human-in-the-loop control framework, including review thresholds, disclosure, and accountability for AI-assisted decisions.
5. Analyse a real-world AI failure case and extract concrete, transferable lessons for an African professional context.

Key Terms

- AI risk taxonomy
- Hallucination risk
- Training-data bias
- Algorithmic bias
- Bias checking
- Prompt injection
- Data leakage
- Confidentiality

- Intellectual property risk
- Over-reliance
- Human-in-the-loop
- Review threshold
- Accountability
- Disclosure
- Failure-case analysis

DOMAIN 8: DATA PROTECTION, GOVERNANCE AND COMPLIANCE IN AFRICA (9%)

Learning Objectives

1. Explain the core obligations of the Kenya Data Protection Act 2019, including lawful basis, consent, data minimisation, and data-subject rights, and locate equivalents in other African jurisdictions.
2. Apply data-protection principles to AI workflows, including what may and may not be shared with third-party AI tools.
3. Build a lightweight AI governance framework for a team or organisation, including an acceptable-use policy, approval, and record-keeping.
4. Situate AI governance within sector regulation, including the Capital Markets Authority context for financial services.
5. Document an AI data-protection impact assessment for one realistic use case.

Key Terms

- Data Protection Act 2019 (Kenya)
- Office of the Data Protection Commissioner
- Lawful basis
- Consent
- Data minimisation
- Data-subject rights
- Cross-border transfer
- Acceptable-use policy
- AI governance framework
- Approval workflow
- Record-keeping
- Data protection impact assessment
- Sector regulation
- Capital Markets Authority
- Compliance

DOMAIN 9: DATA SOVEREIGNTY, AFRICAN LANGUAGES AND THE AI FUTURE (7%)

Learning Objectives

1. Explain data sovereignty and why where data is stored and processed matters for African organisations.
2. Assess how well current AI handles African languages and contexts, and the implications of bias and under-representation in training data.
3. Identify opportunities in African-language AI, local data sets, and locally relevant model deployment.
4. Evaluate the strategic case for African participation in building AI, not only consuming it.
5. Frame a personal and organisational position on responsible, sovereignty-aware AI adoption.

Key Terms

- Data sovereignty
- Data residency
- Data localisation
- African-language NLP
- Low-resource language
- Training-data representation
- Algorithmic colonialism
- Local data set
- Model localisation
- Digital public infrastructure
- African AI ecosystem
- Sovereignty-aware adoption
- Inclusion
- Continental AI strategy
- Capacity building

DOMAIN 10: VIBE CODING, DIGITAL JUA KALI AND THE NON-TECHNICAL BUILDER (9%)

Learning Objectives

1. Explain Vibe Coding, building working software by describing intent to AI, and where it fits for the non-technical professional.
2. Use AI build tools to turn an idea into a working prototype, such as a simple app, tool, or automation, without writing code by hand.
3. Apply the Digital Jua Kali mindset of rapid, resourceful, iterative building suited to African problem-solving.
4. Integrate AI-built tools with everyday platforms through no-code automation, triggers, and actions.

5. Test, debug, and improve an AI-built artefact, and recognise the limits at which professional engineering support is needed.

Key Terms

- Vibe Coding
- Digital Jua Kali
- Non-technical builder
- Prototype
- No-code
- Low-code
- AI build tool
- Natural-language programming
- Automation
- Trigger and action
- Integration
- Iteration
- Debugging with AI
- Minimum viable tool
- Technical debt

DOMAIN 11: BUILDING AN AI-NATIVE BUSINESS AND THE SECTOR PLAYBOOK ELECTIVE (8%)

Learning Objectives

1. Describe the characteristics of an AI-native business and how it differs from a business that merely adds AI to existing processes.
2. Architect AI into a venture's operating model, deciding where to augment, where to automate, and where to keep humans central.
3. Apply a sector playbook elective to your own domain, for example financial services, agriculture, energy, healthcare, retail, education, or government.
4. Build a prioritised AI adoption roadmap with use cases, owners, and success measures.
5. Define guardrails, costs, and review points so that the AI-native model stays responsible and affordable.

Key Terms

- AI-native business
- Operating model
- Augment vs automate
- Sector playbook
- Financial services AI
- Agriculture AI
- Energy AI
- Healthcare AI
- Retail AI
- Education AI
- Public-sector AI
- Adoption roadmap

- Use-case prioritisation
- Success measure
- Guardrail

DOMAIN 12: THE 90-DAY APPLIED AI CAPSTONE, THREE TRACKS (10%)

Learning Objectives

1. Select a capstone track, Individual, Entrepreneur, or Organisation, aligned to your real career, venture, or team goals.
2. Scope a 90-day applied AI build with clear objectives, milestones, and measurable outcomes.
3. Assemble the artefact, combining working tools or workflows, a governance and responsible-use section, and an implementation plan.
4. Present and defend the capstone, demonstrating practical fluency, sound judgement, and responsible adoption.
5. Produce a personal continuous-learning plan to stay current as the tools and the landscape evolve.

Key Terms

- Capstone
- 90-day plan
- Individual track
- Entrepreneur track
- Organisation track
- Scope and milestones
- Measurable outcome
- Working artefact
- Governance section
- Implementation plan
- Presentation and defence
- Responsible adoption
- Continuous learning
- Roadmap
- Evidence of competence