

Gulfsands



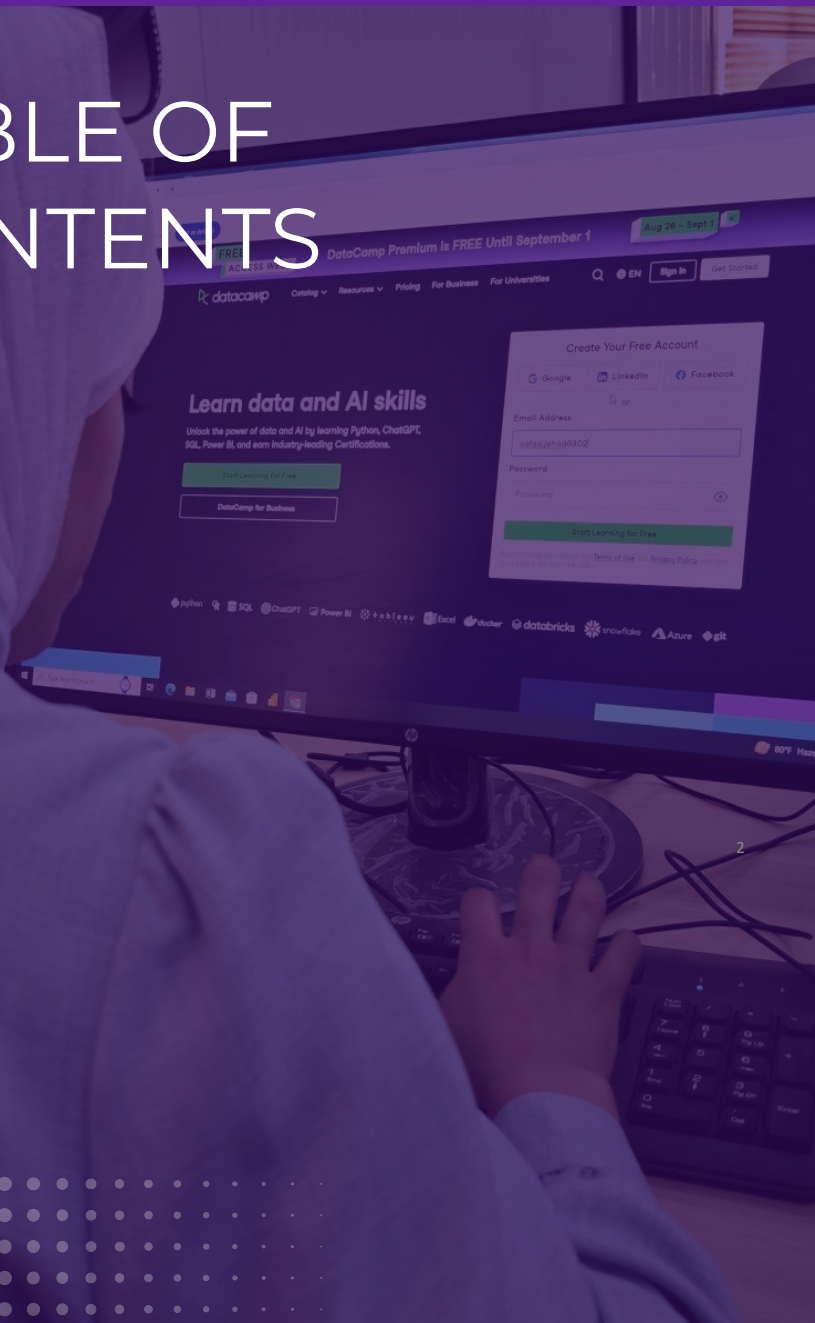
PHOENIX  
SPACE



# AI Business Fundamentals

The Phoenix Space AI Fundamentals & Job  
Market Readiness Program  
Gulfsands- Blumont within the Uplift Project  
funded by the UNHCR-the UN Refugee  
Agency- DataCamp Donates  
Zaatari Camp, Jordan

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SKILL TRACK  
**AI Business Fundamentals**  
Equip yourself with the essential knowledge and tools necessary to make an immediate impact in the fast-paced world of Artificial Intelligence (AI). Designed for professionals who want to harness the power of Artificial Intelligence, our courses for AI strategy ensure you'll be at the forefront of the AI revolution. You'll understand how to utilize generative AI and large language models effectively. By mastering these tools and techniques, you can extract significant business value from AI and stay ahead of the competition.  
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# COURSE OVERVIEW

In August 2024, Phoenix Space launched the AI Business Fundamentals program generously funded by Gulfsands. This initiative was implemented in collaboration with Blumont within the Uplift project funded by the UNHCR-the UN Refugee Agency and Data Camp. This course aimed to empower Syrian refugee youth aged 18-35 in Za'atari Refugee Camp, Jordan by equipping them with essential AI Business skills.

Upon completion of the AI Business Fundamentals course, student will participate in the Job Market Readiness Module which includes training on CV writing, setting-up LinkedIn profiles and creating accounts on freelance platforms. The training will be delivered through a mix of recorded tutorials, interactive assignments, and facilitator-led guidance to ensure participants were fully prepared for entrance into the freelance sector.

This initiative seeks to build sustainable pathways for displaced youth to gain the skills and competencies needed to reclaim their futures, participate in decent work and move beyond displacement. The first cohort of this course has successfully come to completion; however it is an ongoing program.

*"Learning AI will significantly impact my future by enhancing career opportunities. With AI becoming more critical in various industries, it will give me a competitive edge in the job market."*

**Hassan, M, 32**

## Student Demographics

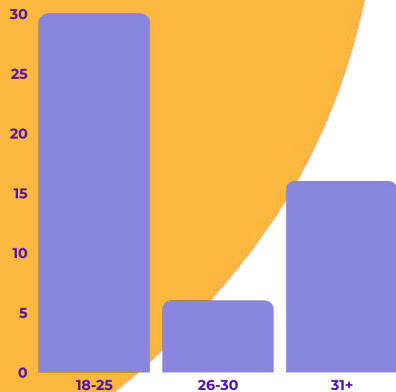
**52**  
students

**100%**  
Syrian  
Refugees

**30**  
Boys

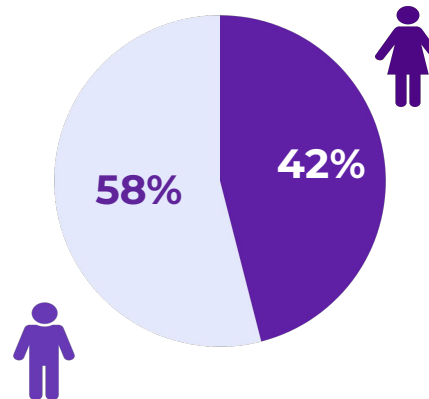
**22**  
Female

### Students' Age Ranges



**25**  
Average  
Age

### Gender Distribution



### Student's country of origin and where they reside



- **Syria** Country of origin
- **Jordan** Country of residence

# Course Details

## Course Duration

**11**  
learning  
hours

**7**  
lessons

Over  
**4**  
weeks

## Modules

Understanding Artificial Intelligence

Large Language Models for Business

Introduction to ChatGPT

Implementing AI Solutions in Business

Generative AI for Business

AI Ethics

Artificial Intelligence Strategy

Job Market Readiness

*"In a rapidly changing world, learning AI will allow me to adapt to the technological changes and stay ahead of the competition."*

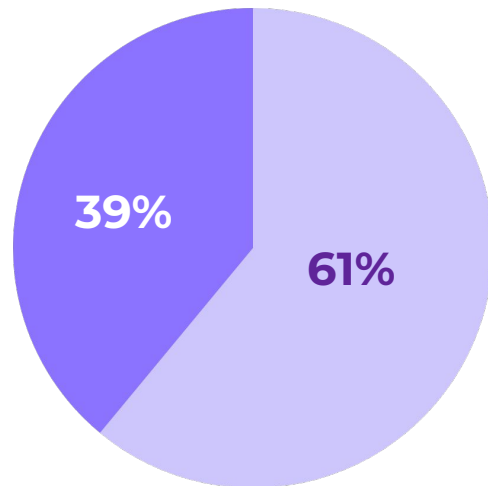
**Du'aa, F, 29**





# Student Education & Employment Data

What is your employment status?

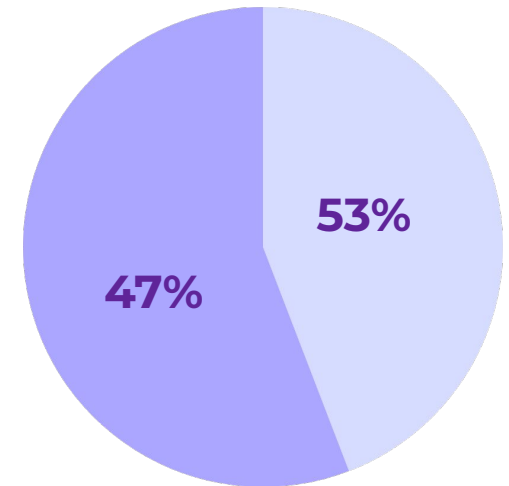


- Active Student or other
- Unemployed

100%



Have you attended university?



- Active Student or other
- Unemployed
- 26% still in secondary education



# Motivation for Completing the Course

**73%**

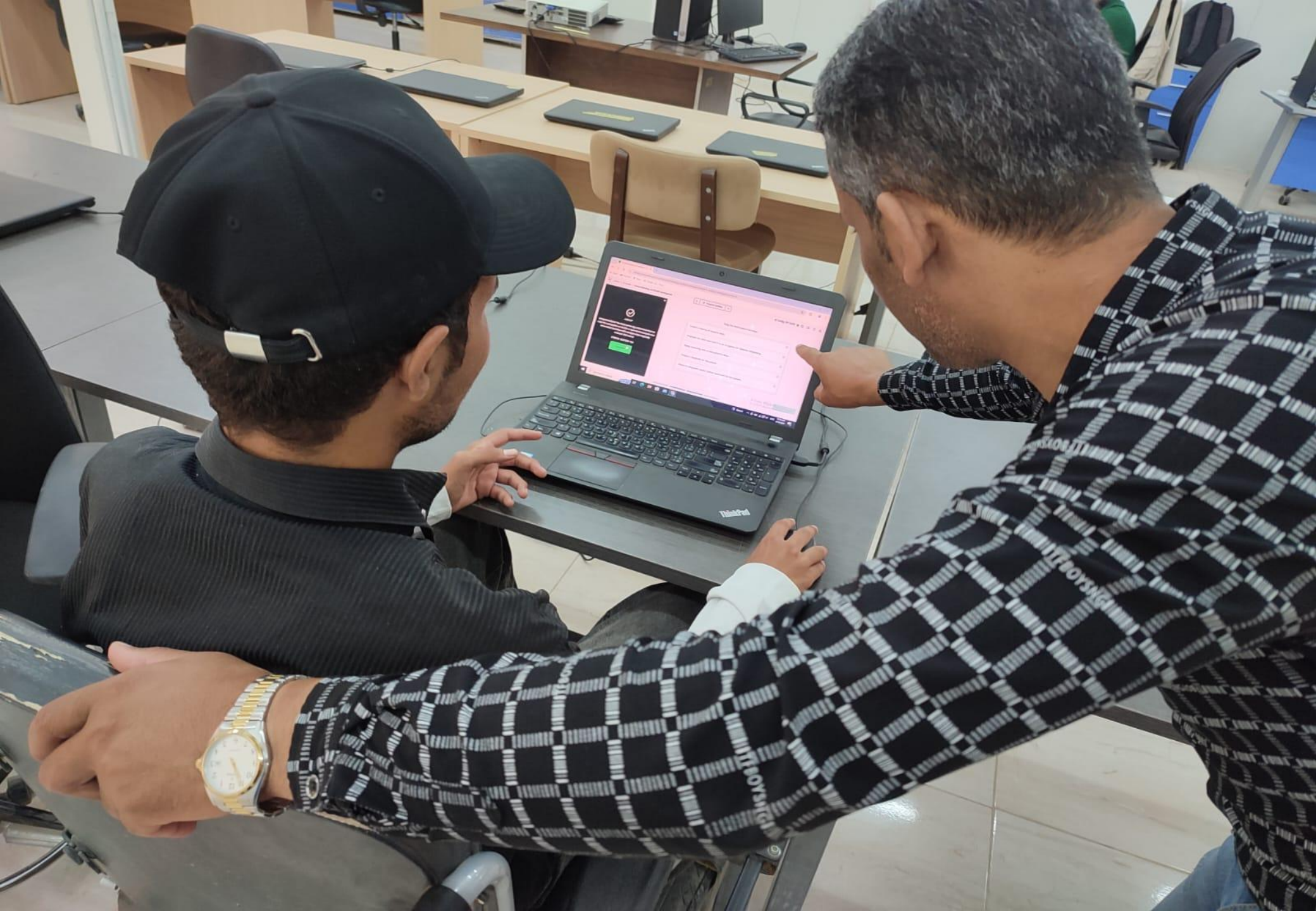
said their interest in  
the content kept  
them motivated

**62%**

found the content  
very relevant to  
work/life

**54%**

found the volunteer  
mentor support very  
motivating



## Student Feedback

92%

found the  
mentor's  
support useful  
or very useful

83%

agree they can  
immediately use the  
course content in their  
work/life

98%

agree the course adequately  
prepared them for what they  
needed it for

50%

felt the *Intro to Chat GPT*  
and *AI Solutions in*  
*Business* were the most  
relevant modules for their  
work/life

50%

felt the course could be  
improved by adding more  
practical and "real-life"  
application exercises and  
examples

10%

would like to see the addition  
of more instructional videos



## Engagement & Skills Development

**88%**

plan to continue  
their learning in  
the DataCamp  
platform following  
the course

**59%**

say that they can  
immediately use  
these skills in their  
current job

**88%**

feel more confident to try  
new technologies on the  
phone/computer following  
the course

**56%**

say they took this  
course to help them  
find employment in  
Data Science/AI

**85%**

agree that the course met  
their learning  
expectations

**90%**

feel more  
comfortable with  
online learning  
following the course

# Our Students' Voices

“

*I took the AI Fundamentals for Business course to understand more deeply how AI impacts business, and how I can utilize this technology to improve operations and make informed decisions in the organization I work for.*

**Malek, M, 34**

“

*Understanding AI will allow me to develop innovative solutions for complex problems, enhancing my critical and creative thinking abilities.*

**Hala, F, 20**

“

*I plan to use the skills I've learned to apply AI-based solutions in my field, whether by improving analytics and forecasting processes, enhancing customer experience, or even developing new strategies based on data and machine learning.*

**Ali, M, 20**

“

*The skills I've learned include data analysis, applying machine learning techniques, and understanding how to integrate AI into business processes.*

**Tamadur, F, 34**



[phoenixspace.org](https://phoenixspace.org)

Contact us:

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Number: 1206724.