

 Asseco Academy



AI Credentials Accelerator

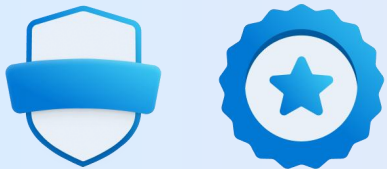
# Demonstrate skills that drive impact in the AI era

Learn more about credentials:

[aka.ms/AISkillsNavigatorCredentials](https://aka.ms/AISkillsNavigatorCredentials)

# AI is changing how work gets done

Roles and workflows are changing fast—skills must be visible and verified



Human ambition



Agents

**Skills aren't optional.  
They're essential.**

**66%**

**of leaders won't  
hire without  
AI proficiency**

# Grow your career with Microsoft Credentials

## Build, apply, and prove skills



### Skills

Build practical, job-ready skills and develop teams fluent in AI, cloud, security, and business solutions, from beginner to expert.



### Validation

Earn Microsoft-verified credentials that provide a trusted signal of ability.



### Impact

Gain recognition, help leaders identify skill gaps, and keep teams aligned and competitive.

# Industry-recognized Microsoft Certifications: Role-based credentials



63% of professionals received or expected a job promotion after earning a certification.\*

## Comprehensive

Earned by passing an exam that reflects key job responsibilities and tasks.

## Growth

Support all stages of career with Fundamentals, Associate, Expert, and Specialty.

## Renewable

Renew eligible certifications annually at no cost by completing a short online assessment.

## Shareable

Showcase your globally-recognized certification on social platforms like LinkedIn.

# Microsoft Applied Skills:

Demonstrate ability to use Microsoft technologies in real-world scenarios



More than 60% of organizations highlight micro-credentials like Microsoft Applied Skills let them test and validate real-world technical skills.\*

## Practical

Earned by completing a series of tasks through an interactive, lab-based assessment

## Flexible

Short, skill-specific, and available on demand.

## Aligned

Maps to role-based Certifications; includes beginner and intermediate levels.

## Shareable

Share your credential on social platforms like LinkedIn to highlight your skills.

Check out the [EPAM story](#) to see how credentials are making a difference

\*Source: IDC InfoBrief, Sponsored by Microsoft, Skilling Up! Leveraging Full and Micro-Credentials for Optimal Skilling Solutions, Doc. #US52019124, June, 2024.

# Two credential types, one outcome: Job-ready skills.

## Microsoft Credentials

Technical

Business



Applied Skills



Certifications

Beginner

Intermediate

Fundamentals

Associate

Expert

Specialty

# New AI-focused credentials

## Applied Skills

Microsoft Applied Skills:  
**Generate reports with  
AI research agents**



Short, on-demand credential that highlight AI fluency using Microsoft 365 Copilot and Researcher Agent across everyday workflows.

Microsoft 365 Certified:  
**Copilot and Agent  
Administration  
Fundamentals**



Entry level Certification designed for IT professionals. Validates ability to manage and protect Microsoft 365 Copilot and agent services.

## Certifications

Microsoft Certified:  
**AI Business Professional**



Microsoft Certified:  
**AI Transformation Leader**

Certifications designed for non-technical roles. Validate AI fluency, strengthen collaboration with Microsoft 365 Copilot, and lead responsible AI strategy across your organization.

# AI-focused courses in this training event

Build the practical AI and cloud skills employers are looking for

**Explore a wide range of new AI-focused training, including:**

- Transforming business workflows with generative AI (AB-730T00)
- Driving AI transformation in your organization (AB-731T00)
- Creating agents in Microsoft Copilot Studio (PL-7008)
- Getting started with AI-assisted development (AZ-2007)
- Preparing security & compliance to support Microsoft 365 Copilot (MS-4002)

# Microsoft Certified: AI Business Professional

<b>Value Proposition</b>	Become fluent in using AI every day at work. This certification shows employers that the holder is an AI-ready professional who can drive better outcomes in any business role, is fluent in using AI across Microsoft 365 apps to be more productive and creative, and understands how to use Copilot and agents to analyze data and automate tasks
<b>Key Benefits</b>	For individuals: Gain hands-on skills applicable immediately to meetings, communication, and decision-making; demonstrate readiness for modern AI-enabled roles; shareable credential on LinkedIn For organizations: Ensures employees can unlock new levels of productivity and creativity by partnering with AI across Microsoft 365 apps, driving better business outcomes without requiring technical headcount
<b>Core Skills Validated</b>	Three assessed skill domains: 1) Understand generative AI fundamentals (weighted 15–20%) includes Copilot capabilities across M365, privacy/security, context effects on responses, chat vs. agent experiences, responsible AI practices, common risks (hallucinations, prompt injection, over-reliance), and verification steps such as citation checks and human review ; (2) Manage prompts and conversations by using AI, crafting effective prompts and using Copilot Chat to achieve business results , (3) Draft and analyze business content by using AI, drafting emails, presentations, summarizing meetings, generating images, managing documents, and employing pre-built Copilot Agents for workflow automation and insights
<b>Supported Roles &amp; Outcomes</b>	Designed for non-technical business professionals including Marketing Managers, Project Managers, Sales Managers, Business Analysts, Operations Managers, Product Managers, Customer Success Managers, and HR & Finance Professionals. Certified holders demonstrate they can integrate AI into routine tasks, streamline workflows, produce higher-quality content, and make better data-driven decisions proving they can apply AI tools to real business challenges and unlock new levels of productivity and insight in any field

## Outcomes:

- Understand the role and value of Copilot Chat in Microsoft 365
- Create effective prompts to achieve business results
- Apply Copilot Chat to real business workflows
- Employ pre-built Copilot Agents for workflow automation and to gain insights
- Collaborate and share responsibly with Copilot
- Understand real-world business challenges using Copilot Chat and Agents
- The certification's non-goal is explicitly stated: candidates are not expected to build AI models or write code. The focus is on demonstrating AI fluency and proficiency with tools like Microsoft Copilot and AI agents in day-to-day roles.

# Microsoft Certified: AI Transformation Leader

<b>Value Proposition</b>	Lead your organization's journey to becoming an AI-first business. This certification demonstrates that the holder understands responsible AI and governance principles, can evaluate AI tools and assess ROI, can scale adoption responsibly across the enterprise, and can envision new ideas with Copilot to reimagine processes and unlock growth
<b>Key Benefits</b>	For leaders: Signals AI fluency and strategic vision—demonstrates readiness to evaluate AI opportunities, champion responsible practices, and align AI investments with business goals; shareable credential on LinkedIn For organizations: Certified leaders can accelerate responsible AI adoption enterprise-wide, ensuring projects deliver measurable business value while following responsible AI guidelines for ethical and effective transformation
<b>Core Skills Validated</b>	Three assessed skill domains: (1) Identify the business value of generative AI solutions (weighted 35–40%)—includes foundational concepts of generative AI, differences between generative AI and other types, selecting AI solutions for business needs, understanding fine-tuned vs. pre-trained models, and cost drivers including tokens and ROI considerations ; (2) Identify benefits, capabilities, and opportunities for Microsoft's AI apps and services (weighted 35–40%)—includes mapping business processes and use cases to Copilot, understanding differences in capabilities between versions of Copilot, and capabilities of Microsoft 365 Copilot Chat web and mobile experiences; (3) Identify an implementation and adoption strategy for Microsoft's AI apps and services—covering planning for AI adoption, optimizing business processes, and driving innovation
<b>Supported Roles &amp; Outcomes</b>	Designed for business leaders: Directors, VPs, and Executives across Marketing, Sales, Operations, HR, Finance, and Strategy, plus Aspiring Leaders . Candidates should have experience leading adoption or change management in a business context and be familiar with Microsoft 365 services, Azure AI services, and general AI capabilities. Certified holders are equipped to champion AI projects, lead cross-functional AI adoption, and ensure AI-driven solutions yield measurable business improvements—without writing any code

## Additional learning outcomes

- Leverage AI tools and resources for your business
- Create business value from AI
- Embrace responsible AI principles and practices
- Scale AI in your organization
- Explore use-case scenarios across industries
- Gain practical experience using Microsoft 365 Copilot to work smarter, craft effective prompts, and envision innovative ideas
- The certification's non-goal is explicitly stated: business leaders are not expected to build AI models or code; the focus is on strategic application, governance, and business impact not technical implementation

# Business Professional credential journey

## Certifications



NEW

Microsoft Certified:  
AI Business Professional

Microsoft Certified:  
AI Transformation Leader

## Applied Skills



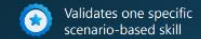
NEW

Microsoft Applied Skills: **Streamline business workflows with AI chat**

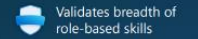
Microsoft Applied Skills: **Generate reports with AI research agents**

## MICROSOFT CREDENTIALS JOURNEY FOR Business Professional

Apply AI to drive better business outcomes



Validates one specific scenario-based skill



Validates breadth of role-based skills

### Prove project or job-ready skills

Demonstrate your ability to use Microsoft technologies in real-world AI scenarios. These credentials support your journey toward the AI Business Professional Certification.

### Prove role-based skills

Demonstrate you're AI-ready—skilled in Microsoft 365, Copilot, and automation for business roles in sales, marketing, HR, operations, and more.



Microsoft Applied Skills:  
**Generate reports with AI research agents**



Microsoft Certified:  
**AI Business Professional**



Microsoft Certified:  
**AI Transformation Leader**

# Steps to earn your credential

1

## Prep

Prepare with instructor-led training

### Applied Skills (prep)

Self-paced learning path aligned to Applied Skills  
Instructor-led training (through certified trainers)  
Study guides (scenario overview and checklist)

2

## Earn

Earn your credential by passing the exam or scenario-based assessment

### Certification (prep)

Self-paced or instructor-led training  
Practice assessments (where available)  
Study guides  
Exam prep course videos and readiness resources

3

## Share

Share your Microsoft-verified credential with employers and peers

# Start your Microsoft Credentials journey today

TSP QR  
Code



TSP URL





**Thank you**