

# Artificial Intelligence for End Users

**Duration: 16 hours**

## Overview

This course provides a comprehensive exploration of Artificial Intelligence, covering fundamental concepts, historical milestones, and real-world applications. Participants will gain insights into AI's role in business, learning how it enhances user experience, secures assets, optimizes processes, and enables predictive systems. The syllabus also delves into AI business requirements, equipping learners with strategies for aligning AI with digital transformation, ESG initiatives, and organizational resources. Additionally, the course addresses the risks associated with AI, including data security, governance, and ethical considerations, while examining key global regulations. Case studies throughout the course ensure practical understanding, helping learners navigate AI's impact with confidence and strategic foresight.

## Target Audience

Business Professionals, Managers, CEOs, etc

## Course Outcomes

- Learn AI fundamentals and its application in business
- Apply AI for enhanced user experience, audience segmentation, asset security, and process optimization
- Develop and implement effective AI strategies based on business requirements and data analysis
- Identify and address AI-related risks and ethical considerations

## Course Syllabus

### Module 01: AI Fundamentals

- **Define AI Concepts**  
Understanding the concepts like Artificial Intelligence, General AI, Narrow AI, Machine Learning and its types, Reinforcement learning, Deep Learning, Robotics - Natural Language Processing (NLP), Computer vision etc.
- **Acknowledge the history of AI**  
Exploring the concepts like Timeline, Contributors such as Turing, IBM Deep Blue, DeepMind and enabling Technologies such as Cloud, Big data, Graphics Processing Units (GPU), etc.
- **Case studies**

### Module 2: AI in Business

- **Improve user experience**  
Exploring UX based components such as Chatbot, Assist Agents, Sentiment Analysis, Natural Language Processing, Emotion AI, Web personalization, Recommender systems, etc.
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- **Segment audiences**  
Target campaigns - Predictive systems
- **Secure assets**  
Understanding Threat analysis, Cloud security, IT Asset Management, Identify fraud, Notifications, Risk detection etc.
- **Optimize process**  
Understanding Industrial robots, Autonomous vehicles, Robotic Process Automation (RPA) along with the concepts like Predictive analytics, AI-enabled Supplier Relationship Management (SRM), Cloud virtualization, Route optimization, etc.
- **Case studies**

## Module 3: AI Business Requirements

- **Develop an AI strategy**  
Know how to align AI to organizational initiatives along with concepts like Digital transformation, Data strategy, Business strategy, Align with Environmental, Social, and Governance (ESG) initiatives, Diversity, equity, and inclusion, Sustainability, Data protection, Organizational Resources, Talent resources, Data resources, Computing resources, Budget resources, Stakeholders, Competitive considerations etc.
- **Identify data and design requirements**  
Quantify value proposition, Identifying use cases, Review data quality
- **Case Studies**

## Module 4: Risk with AI

- **Identify organizational considerations**  
Employee impact – Organizational readiness (change management)
- **Identify data risks**  
Data quality - Data security - Data control
- **Identify governance**  
Ethical considerations – Privacy, Accountability, Transparency, Bias, Legal/regulatory considerations - EU AI Act - U.S. AI Bill of Rights - DoD AI Principles
- **Case Studies**