KOENIG SOLUTIONS · COURSE OUTLINE

AI for Everyone: ML Basics & AI Project Workflow

Learn to understand AI and machine learning concepts and plan AI projects and their impact on organisations and society.

8 Hours	4	27
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course introduces the fundamentals of artificial intelligence and machine learning, covering key terminology, data concepts and what machine learning can and cannot do. It then examines the workflow of machine learning and data science projects, including how to select a project and work with an AI team. It looks at building AI within a company through case studies, example team roles, an AI transformation playbook and common pitfalls, alongside a survey of major AI applications and techniques. Finally, it addresses the relationship between AI and society, including bias, adversarial attacks, adverse uses, developing nations and jobs.

WHO THIS COURSE IS FOR

AI Team Members | **Project Managers** | **Data Analysts** | **Business Leaders** | **Product Managers**

LEARNING OBJECTIVES

- Explain what artificial intelligence and machine learning are
- Describe the terminology and data concepts used in AI
- Identify what machine learning can and cannot do
- Explain the workflow of machine learning and data science projects
- Plan how to choose and structure an AI project
- Analyse example case studies such as smart speakers and self-driving cars
- Assess common AI pitfalls and roles within an AI team
- Evaluate the impact of AI on bias, jobs and society

COURSE SYLLABUS

4 Modules, 27 Topics

01

What Is AI?

TOPICS

Introduction · Machine Learning · What is data? · The terminology of AI · What makes an AI company? · What Machine Learning can and cannot do · Intuitive explanation of deep learning

02

Building AI Projects

TOPICS

Workflow of a Machine Learning project · Workflow of a Data Science project · Every job function needs to learn to use data · How to choose an AI project · Working with an AI team · Technical tools for AI teams

03

Building AI In Your Company

TOPICS

- **Case study:** Smart speaker
- **Case study:** Self-driving car
- Example roles of an AI team
- AI Transformation Playbook
- AI pitfalls to avoid
- Taking your first step in AI
- Survey of major AI applications
- Survey of major AI techniques

04

AI and Society

TOPICS

A realistic view of AI · Discrimination / Bias · Adversarial attacks · Adverse uses of AI · AI and developing nations · AI and jobs

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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