

KOENIG SOLUTIONS · COURSE OUTLINE

# AI Basics: ML, GenAI & Prompt Engineering

Learn to explain AI and machine learning concepts, use generative AI tools, and write effective prompts for real-world tasks.

**2.5 Hours**

DURATION

**9**

MODULES

**23**

TOPICS

## COURSE OVERVIEW

This course introduces artificial intelligence and generative AI, covering the basics of machine learning, supervised and unsupervised learning, and deep learning and neural networks. It explains how generative AI works, using examples such as ChatGPT, DALL-E and Microsoft Copilot, and looks at AI applications in daily life including virtual assistants and recommendation systems. It covers writing effective prompts, ethical and responsible AI use, and practical use cases in marketing, software development, education and healthcare, before closing with trends in generative AI and a hands-on demonstration.

## WHO THIS COURSE IS FOR

Business Professionals

Content Creators

Software Developers

Marketing Professionals

Educators

Technology Enthusiasts

## LEARNING OBJECTIVES

- Explain what AI is and how it differs from generative AI
- Describe the basics of machine learning and its types
- Identify deep learning and neural network concepts
- Explain how generative AI creates new content
- Describe common AI applications such as virtual assistants
- Apply techniques for writing effective prompts
- Assess ethical issues such as AI bias and data privacy
- Evaluate practical AI use cases across industries

## TRAINING APPROACH

Demonstration to various AI tools.

# 9 Modules, 23 Topics

01

## Introduction to AI & Generative AI

### TOPICS

What is AI? · **Evolution of AI:** Key Breakthroughs · AI vs. Generative AI

02

## Understanding Machine Learning (ML)

### TOPICS

- Basics of Machine Learning
- **Types of ML:** Supervised, Unsupervised Learning
- Deep Learning and Neural Networks

03

## Generative AI: Creating New Content

### TOPICS

What is Generative AI? · How Generative AI Works ·  
**Examples:** ChatGPT, DALL-E, Microsoft Copilot

04

## AI Applications in Daily Life

### TOPICS

Virtual Assistants (Siri, Alexa) · Recommendation  
Systems (Netflix, Amazon)

05

## Prompt Engineering: Getting the Best from AI

### TOPICS

What is a Prompt? · Writing Effective Prompts ·  
Practical Examples

06

## Ethics & Responsible AI Use

### TOPICS

AI Bias & Real-World Case Studies · Transparency &  
Explainability · Safety, Privacy, and Data Security

07

## Practical Use Cases & Future Opportunities

### TOPICS

AI in Marketing & Content Creation · AI for Software Development & Coding · AI's Role in Education & Healthcare

08

## Future of Generative AI

### TOPICS

Trends and Emerging Technologies · Career & Business Opportunities in AI

09

## Hands-on Demo & Q&A

### TOPICS

Live Interaction with AI Tools

### 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

## 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.

Visit [koenig-solutions.com](https://koenig-solutions.com)

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