Demystifying AI in Business

Introduction

Artificial Intelligence (AI) has become a critical driver of modern businesses, so gaining a comprehensive understanding of AI has become essential. "Demystifying AI in Business" is an all-encompassing, interactive module tailored for everyone, regardless of their background. It provides an insightful introduction to core AI elements while highlighting their interconnected roles within a wider framework. This module seamlessly blends theory and practice without coding specifics, delving into AI's history, key terminology, and real-world applications. This application-focused approach ensures participants not only understand the mechanics but also appreciate AI's transformative potential and integral role in today's business environment.
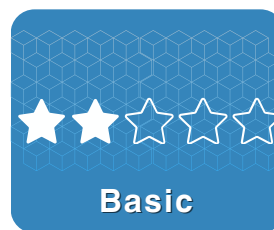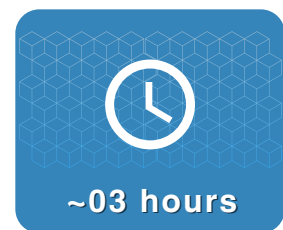
Target Audience	Prerequisite	Level	Duration
Everyone	None	Basic	~03 hours

Module Roadmap

The module operates in a hybrid mode: lessons are instructor-independent and delivered through our cutting-edge online platform. It comprises 8 lessons.
Please find below an illustrative summary outlining the lessons, their corresponding outcomes, and the time required for each.

01 — History and Evolution of AI

- Learn about AI's origins in the 1930s and the key moments across decades.
- Gain insights into the evolution of AI through the 1990s, a transformative era.
- Familiarise yourself with AI's modern impact, from 2010 to today, shaping technology's landscape.

25 minutes

02 AI Terminology Soup

⭐ Learn how traditional programming instructions falter with changing data, highlighting AI's adaptability.

⭐ Understand AI's core components: data and flexible algorithms for inexplicable tasks.

⭐ Get a glimpse of machine learning, deep learning, and data science fundamentals.

🕐 20 minutes

03 Data in Today's World

⭐ Learn about the definition, types, and collection process of data.

⭐ Gain insights into basic data analysis and an introduction to big data.

⭐ Explore the benefits, challenges, and future prospects of data in various fields.

🕐 20 minutes

04 Data Science to Uncover Insights

⭐ Learn the definition of data science and its role in deriving insights.

⭐ Explore the workflow involved in data science, from raw form to results.

⭐ Understand the importance of interpreting and communicating data effectively.

🕐 20 minutes

05 Machine learning vs Deep learning

⭐ Learn about machine learning, its types with foundational concepts.

⭐ Delve into deep learning, anchored by artificial neural networks.

⭐ Differentiate between machine learning and deep learning in terms of structure, performance, and training.

🕐 20 minutes

06 Machine Learning Workflow

⭐ Understand the pivotal role of the machine learning workflow in achieving planned objectives.

⭐ Explore 10 sequential steps, emphasizing methodical data processing and modeling.

⭐ Highlight the significance of obtaining a trained model tailored for the right task.

🕐 20 minutes

07 AI Innovation with Conscience

⭐ Learn about cutting-edge AI technologies such as natural language processing, computer vision, and generative AI for multimedia.

⭐ Gain insights into the ethical principles guiding responsible AI development and use.

⭐ Explore sustainability in AI, ensuring equitable service without environmental harm.

🕐 20 minutes

08 AI in Real-world

⭐ Dive into AI solutions that have transformed businesses, including bill reduction and text analysis.

⭐ Explore the diverse applications of AI in domains such as speech recognition and earth observation.

⭐ Learn through the stories of individuals and companies like marketing team and fashion retailers, who have harnessed AI.

🕐 20 minutes

A New Way to Learn AI

Countless AI introductions exist online, what sets this module apart is not solely the content, but the innovative approach to presentation and delivery methods we offer:

Instructor Independent

Empowers learners to explore, discover, and master content independently

Interactive Learning

Engaging interactions foster deep understanding through hands-on exploration and practice

Relevant Content

Bridges theory with real-world applications, offering applied insights through use-cases.

Online Delivery

Accessible globally, providing flexible, dynamic online learning at your fingertips

eLearning

Contact us for more information!

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CeADAR
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