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Fundamentals of AI: Concepts, Prompting, and Responsible Use – 3 Days

This three-day immersive course provides professionals with a solid foundation in artificial intelligence (AI)—what it is, how it works, and how to use it responsibly in modern organizations. Participants will gain a conceptual and practical understanding of AI systems, from machine learning and generative AI to emerging **agentic AI** systems that can plan, act, and automate workflows autonomously.

Through demonstrations, guided discussions, and hands-on exercises, learners will explore how to effectively communicate with AI through **prompt engineering**, how AI supports data-driven decision-making, and how to assess both the opportunities and risks associated with AI deployment.

By the end of the course, participants will not only understand the technology but also how to strategically and ethically apply it in their workplace.

Learning Objectives:

By the end of this session, participants will be able to:

1. Define core concepts and terminology related to Artificial Intelligence, Machine Learning, and Natural Language Processing.
2. Differentiate between Generative AI (content creation) and Agentic AI (goal-oriented automation).
3. Describe how AI models are trained, validated, and deployed to perform real-world tasks.
4. Identify practical AI applications across key business functions such as analytics, communication, and automation.
5. Apply fundamental prompt engineering techniques (clarity, role-setting, iteration, and constraints) to improve AI performance.
6. Experiment with AI tools to analyze data, generate content, and visualize insights.
7. Evaluate AI-generated outputs for quality, accuracy, bias, and contextual relevance.
8. Explain common risks of using AI, including misinformation, overreliance, bias, and data leakage.
9. Discuss ethical, legal, and governance considerations related to responsible AI use.
10. Develop a personal or organizational action plan for integrating AI safely and strategically into workflows.