

# AI AWARENESS

1-day course

## EXAM DETAILS

PASSING MARK

FORMAT

20 OUT OF 30

MULTIPLE CHOICE



## UNDERSTANDING AI'S IMPACT IN SHAPING MODERN BUSINESSES

AI is no longer just a glimpse of the future; it is now an integral part of daily life and business. From virtual assistants to advancements in healthcare, finance, and manufacturing, AI is transforming how we live and work. As its influence grows, understanding AI is essential for professionals to stay relevant.

The AI Awareness (AIAW®) Certification, part of the DASCIN® Enterprise Big Data Framework, introduces participants to AI's transformative impact, demystifying concepts and real-world applications. This globally recognized credential covers key AI technologies and ethical considerations—without requiring programming expertise.

Beyond technical knowledge, the course explores AI's societal and ethical implications, including data privacy, algorithmic bias, and the future of work. Designed for business leaders, professionals, and IT specialists, it empowers individuals to make informed decisions on AI adoption and implementation. With no prerequisites, this certification is accessible to anyone eager to understand AI's potential and gain a competitive edge. As an entry-level credential, it also serves as a foundation for advanced AI certifications like AI Fundamentals (AIFU®).

## SYLLABUS SCOPE

The AI Awareness course provides a foundational understanding of Artificial Intelligence, its key concepts, applications, and industry impact. Participants will explore AI's evolution, differentiating it from traditional automation and computing, and learn about Machine Learning, Deep Learning, and Generative AI. The course covers real-world applications, ethical considerations, and AI's limitations. It also highlights Generative AI's role in creativity and innovation. By the end, participants will be equipped to engage with AI, recognize its potential, and navigate its challenges in both professional and societal contexts.

## FORMAT

Instructor-Led Training (Live or Virtual) | Self-Paced Online Training

## KEY FEATURES

- **Comprehensive Curriculum** – Covers essential AI concepts, industry applications, and ethical considerations.
- **Practical Learning Approach** – Engages candidates through real-world use cases and industry examples.
- **Accreditation** – Recognized and accredited by APMG International, ensuring global credibility.
- **Lifetime Certification** – No renewal required, offering long-term validation of AI knowledge.
- **Industry-Relevant Content** – Aligns with the latest AI trends and best practices.
- **Vendor-Neutral Certification** – Focuses on AI principles rather than platform-specific tools.
- **Career Progression** – Serves as a stepping stone to advanced AI and data-related certifications.



# 40%

Companies adopting AI experience up to 40% improvement in operational efficiency and decision-making capabilities.

AI. & Prompt

## JOB DEMAND

The demand for AI skills continues to rise across industries, as highlighted by recent studies:

- **World Economic Forum's Future of Jobs Report 2025:** AI and big data skills are among the top emerging competencies, with AI-related roles growing exponentially.
- **McKinsey Global Institute:** By 2030, AI-driven automation could contribute up to \$15.7 trillion to the global economy, increasing demand for AI-literate professionals.
- **Harvard Business Review on AI in Business:** Companies adopting AI experience up to 40% improvement in operational efficiency and decision-making capabilities.
- **Gartner AI Predictions:** By 2027, AI-powered automation will reduce operational costs by 30% while increasing workforce productivity.

## TARGET AUDIENCE

The AI Awareness course is designed for individuals and professionals who want to build a foundational understanding of Artificial Intelligence, its applications, and its implications. This course is ideal for:

- **Business Professionals** – Managers, executives, and decision-makers seeking to understand how AI can transform their industries, improve operational efficiency, and create new business opportunities.
- **Non-Technical Teams** – Marketing, HR, sales, and operations personnel who need a high-level understanding of AI to collaborate effectively in AI-enabled projects and workflows.
- **Students and Educators** – Individuals from non-technical backgrounds interested in exploring AI concepts and their impact on education, research, and career development.
- **Government and Public Sector Employees** – Policymakers, administrators, and leaders aiming to leverage AI to improve public services, urban planning, and citizen engagement.
- **General Enthusiasts** – Anyone curious about AI, its capabilities, and its ethical implications, regardless of their technical expertise or professional background.

## FREQUENTLY ASKED QUESTIONS

### **Q: Who should take the AI Awareness Certification?**

A: This certification is ideal for business professionals, IT professionals, managers, and non-technical employees looking to understand AI's impact and applications.

### **Q: Are there any prerequisites for enrolling in the AI Awareness Certification?**

A: No, there are no mandatory prerequisites. The certification is open to anyone interested in gaining foundational AI knowledge.

### **Q: Does the AI Awareness Certification require renewal?**

A: No, the certification is a lifetime credential and does not require renewal or periodic re-examination.

### **Q: How does the AI Awareness Certification align with industry trends?**

A: The certification is aligned with industry trends, covering key AI technologies, ethics, and business applications. With the increasing demand for AI literacy, it helps professionals stay competitive in the evolving job market.

### **Q: How will this certification benefit my career?**

A: AI literacy is becoming a sought-after skill in almost every industry. This certification enhances your ability to work with AI-driven technologies, improves decision-making, and opens opportunities for leadership roles in AI initiatives. It also serves as a foundation for advanced AI and data-related certifications.

### **Q: Do I need prior AI or programming knowledge to enrol?**

A: No, this certification is designed for everyone, regardless of technical expertise. The course provides a beginner-friendly introduction to AI concepts, applications, and ethical considerations.



## TARGET INDUSTRY

- 1. Business & Corporate Professionals** – Executives, managers, and decision-makers seeking to understand AI's impact on strategy, operations, and innovation.
- 2. Marketing & Sales** – Professionals looking to leverage AI for customer insights, targeted advertising, and data-driven decision-making.
- 3. Government & Public Sector** – Policymakers and administrators aiming to integrate AI into governance, public services, and urban planning.
- 4. Media & Content Creation** – Journalists, writers, and content creators learning about AI-powered tools for automation, content generation, and audience analytics.
- 5. Retail & Customer Service** – Business owners and customer service professionals understanding AI's role in chatbots, personalized recommendations, and customer interactions.

## CONCLUSION

The AI Awareness Certification equips professionals with essential knowledge to understand AI's role in modern business and society. As AI continues to transform industries, having a solid foundation in AI concepts, ethical considerations, and real-world applications is crucial for staying competitive in the evolving digital landscape.

By earning this globally recognized certification, participants gain the ability to engage in meaningful AI discussions, contribute to responsible AI adoption, and make informed decisions in their organizations. Whether you are a business leader, IT professional, policymaker, or simply curious about AI, this certification provides valuable insights into how AI is shaping the future.

Whether you aim to improve your career prospects, drive innovation in your organization, or simply understand AI's impact on the world, the AI Awareness Certification provides the skills, confidence, and credibility needed to succeed in an AI-driven future.



## CONTACT & MORE INFORMATION

Web: [www.dascin.org](http://www.dascin.org)

Email: [info@dascin.org](mailto:info@dascin.org)

