

AI FUNDAMENTALS

2-day
course

AI IMPLEMENTATION STRATEGIES FOR BUSINESS SUCCESS

As AI becomes a fundamental part of modern technology, developing a strong foundation in its concepts and applications is no longer optional. The AI Fundamentals (AIFU®)course, part of the DASCIN® Enterprise Big Data Framework, provides professionals and organizations with a comprehensive foundation in AI methodologies, applications, and ethical considerations, equipping them to navigate and make informed decisions about AI-driven solutions.

This in-depth course explores core AI principles, including its history, evolution, and role in shaping modern technology and society. Candidates will gain a clear understanding of Machine Learning, Deep Learning, and Natural Language Processing (NLP), analysing their methodologies and real-world applications. From enterprise AI adoption to advanced concepts like neural networks, computer vision, and generative AI, the course provides a structured approach to understanding how AI powers innovation across industries.

Designed for business leaders, professionals, and technology enthusiasts, this course requires no prior technical expertise. While there are no prerequisites, completing the AI Awareness (AIAW®) course is highly recommended to establish a strong foundational understanding. AI Fundamentals course serves as a stepping stone for professionals looking to integrate AI into data-driven strategies and build a strong foundation for success in an AI-powered world.

SYLLABUS SCOPE

The AI Fundamentals course offers a structured overview of Artificial Intelligence, covering its core principles and real-world applications. Participants will explore AI’s history, key methods like Machine Learning, Deep Learning, and NLP, and concepts such as neural networks, computer vision, and generative AI. The course also addresses enterprise adoption, AI’s role in innovation and decision-making, and ethical issues like bias and privacy. By the end, learners will understand AI’s impact, core technologies, and how to apply AI knowledge in various contexts.

EXAM DETAILS

PASSING MARK

FORMAT

26 OUT OF 40

MULTIPLE CHOICE



FORMAT

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

KEY FEATURES

- 1. Comprehensive AI Curriculum** – Provides an in-depth exploration of AI principles, methodologies, and real-world applications.
- 2. Industry-Relevant Content** – Covers AI’s transformative role across business, technology, and public sectors.
- 3. Ethical and Responsible AI** – Focuses on AI governance, transparency, bias, and privacy considerations.
- 4. Globally Recognized Accreditation** – Certified by APMG International, ensuring worldwide credibility.
- 5. Lifetime Certification** – No renewal required, providing long-term validation of AI expertise.
- 6. Vendor-Neutral Approach** – Focuses on AI principles and methodologies rather than proprietary tools or platforms.
- 7. Career and Professional Growth** – Equips participants with AI knowledge applicable across industries and career levels.

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.
- **LinkedIn – Emerging Jobs Report (2024):** AI-related job postings have increased by over 70% year-over-year, highlighting strong employer demand.
- **McKinsey & Company – AI and the Future of Work (2023):** 50% of companies have adopted AI in at least one business function, increasing the need for AI-skilled professionals. Demand for AI specialists is outpacing supply, leading to higher salaries and competitive hiring markets.
- **IBM Global AI Adoption Index (2023):** The most in-demand AI skills include machine learning, deep learning, NLP, and AI ethics.

TARGET AUDIENCE

The AI Fundamentals course is designed to be accessible to those without prior AI, programming, or data science knowledge, making it an ideal entry point for anyone eager to engage with AI at a more structured and in-depth level. This course is ideal for:

- **Business Leaders and Decision-Makers** – Executives, managers, and entrepreneurs who want to understand how AI can drive innovation, optimize operations, and create competitive advantages in their organizations.
- **Industry Specialists** – Professionals in fields such as healthcare, finance, retail, and manufacturing who want to explore AI’s impact on their sectors and learn how to leverage AI technologies effectively.
- **AI Enthusiasts and Curious Learners** – Individuals with a passion for technology and innovation who want to explore the foundations of AI and its transformative potential across industries.
- **Non-Technical Teams** – Marketing, HR, sales, and operations personnel who need a deeper understanding of AI to collaborate effectively in AI-driven projects and workflows.
- **Students and Educators** – Individuals from various 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.



70%

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FREQUENTLY ASKED QUESTIONS

Q: How does this course differ from the AI Awareness (AIAW®) course?

A: AI Awareness provides a high-level introduction to AI concepts, while AI Fundamentals offers a more in-depth exploration of methodologies like Machine Learning, Deep Learning, and NLP, along with real-world applications and ethical considerations.

Q: What are the benefits of earning the AIFU® certification?

A: The AIFU® certification demonstrates a strong foundational understanding of AI principles, making it valuable for career advancement, cross-functional collaboration, and strategic decision-making in AI-driven environments.

Q: Can I take this course if I do not have a technical background?

A: Yes, the course is designed for both technical and non-technical professionals. It provides a structured understanding of AI without requiring programming or data science experience.

Q: How long is the certification valid?

A: The AIFU® certification is valid for a lifetime, with no renewal requirements.

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 Strategy** – Professionals seeking to understand and apply AI-driven insights for decision-making and competitive advantage.
- 2. Technology & IT Services** – IT professionals, developers, and engineers looking to integrate AI into digital solutions and automation strategies.
- 3. Marketing & Customer Experience** – Marketers, analysts, and strategists leveraging AI for personalization, customer insights, and campaign optimization.
- 4. Education & Research** – Academics, students, and educators incorporating AI into learning, teaching, and research methodologies.
- 5. Government & Public Policy** – Public sector leaders and policymakers assessing AI's role in governance, compliance, and ethical considerations.

CONCLUSION

The AI Fundamentals (AIFU®) course provides professionals with a structured and comprehensive understanding of AI methodologies, applications, and ethical considerations. It bridges the gap between foundational knowledge and real-world application, empowering participants to engage meaningfully with AI technologies in their industries. Whether for business strategy, digital transformation, or personal development, the course offers the tools to understand how AI drives innovation, improves decision-making, and enhances operational efficiency.

By earning the AIFU® certification, learners gain a valuable credential that demonstrates their readiness to contribute to AI-focused initiatives and collaborate across technical and non-technical teams. With its vendor-neutral and globally recognized approach, the course supports long-term professional growth and helps participants confidently navigate the evolving landscape of AI.



CONTACT & MORE INFORMATION

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