ENTERPRISE BIG DATA FRAMEWORK

AI FUNDAMENTALS

3-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, equips professionals and organizations with essential knowledge of AI concepts, techniques, and enterprise practices, enabling informed decisions on AI-driven solutions.

This course explores core AI principles, including its evolution and role in modern business. Candidates will gain a clear understanding of intelligent agents, search algorithms, reinforcement learning, neural networks, and large language models (LLMs), while examining their real-world applications. From problem-solving methods such as BFS, DFS, and A* to advanced topics like Deep RL and Transformers, the course provides a structured approach to understanding how AI drives innovation

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 recommended to build a strong foundation. The AI Fundamentals course serves as a stepping stone for integrating AI into data-driven strategies and achieving success in an AI-powered world.

SYLLABUS SCOPE

The AI Fundamentals course provides a structured overview of Artificial Intelligence, covering key concepts and practical applications. Participants will explore AI's evolution, intelligent agents, and problem-solving techniques such as search algorithms and reinforcement learning. In addition, the course introduces neural networks, deep learning architectures (CNNs, RNNs, Transformers), and large language models (LLMs), including prompting and fine-tuning approaches like LoRA.

The course also addresses enterprise AI adoption, including data governance, human-in-the-loop systems, responsible AI principles, and key limitations such as bias and hallucination. By the end, learners will understand AI's core technologies and apply AI knowledge effectively in real-world and enterprise 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.

DASCIN®



70%

AI-related job postings have increased by over 70% year-over-year, highlighting strong employer demand.

JOB DEMAND

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

- **World Economic Forum – Future of Jobs Report (2025):** AI, big data, and technological literacy remain among the fastest-growing skills. Notably, AI and automation are expected to transform the majority of jobs, with demand for AI and data skills continuing to accelerate globally.
- **LinkedIn – Future of Work / Jobs on the Rise (2025):** AI-related roles, including AI Engineers and AI Consultants, are among the fastest-growing jobs worldwide. Demand remains strong, although growth has normalized compared to the sharp surge seen
- **in 2023–2024.McKinsey & Company – State of AI Report (2024):** Over 55–60% of organizations now use AI in at least one business function, with generative AI adoption increasing rapidly. Companies report growing skill gaps, especially in advanced AI and data-related roles.
- **IBM – Global AI Adoption Index (2024):** AI adoption continues to expand, with organizations prioritizing skills in machine learning, deep learning, natural language processing (NLP), and generative AI, alongside governance 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.

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

Artificial Intelligence is transforming every sector. As a result, the AI Fundamentals (AIFU®) certification is relevant for professionals across industries who need to understand how AI technologies influence strategy, operations, and innovation.

1. **Business & Corporate Strategy** – Business leaders and managers who want to understand how AI supports data-driven decision-making, intelligent automation, and competitive advantage.
2. **Technology & IT Services** – IT professionals, developers, engineers, and data practitioners seeking to implement and manage AI solutions using techniques such as search algorithms, reinforcement learning, neural networks, and large language models.
3. **Marketing & Customer Experience** – Marketers, analysts, and customer experience professionals using AI for personalization, predictive insights, automation, and improved engagement strategies.
4. **Education & Research** – Educators, students, and researchers who want to understand AI concepts, problem-solving techniques, and emerging AI technologies to support learning and innovation.
5. **Government & Public Policy** – Public sector leaders, regulators, and policymakers responsible for evaluating AI adoption, governance frameworks, regulatory compliance, and responsible AI practices.

Across these sectors, the AI Fundamentals certification helps professionals develop the knowledge required to understand, evaluate, and apply AI technologies responsibly in their organizations.

CONCLUSION

The AI Fundamentals (AIFU®) course provides a structured and practical understanding of AI concepts, techniques, and enterprise applications. It connects foundational knowledge with real-world implementation, enabling participants to apply AI methods such as search algorithms, reinforcement learning, neural networks, and LLMs effectively.

The course also equips learners to evaluate AI solutions, understand their limitations, and apply responsible AI principles in enterprise environments. Whether for business strategy, digital transformation, or innovation, participants gain the skills to improve decision-making and operational efficiency.

By earning the AIFU® certification, learners demonstrate their ability to contribute to AI-driven initiatives and collaborate across teams. With its vendor-neutral and globally relevant approach, the certification supports long-term professional growth and helps participants navigate the evolving AI landscape.



CONTACT & MORE INFORMATION

Web: www.dascin.org
Email: info@dascin.org