# EXIN BCS Artificial Intelligence Essentials – Including Exam

**Duration: 1 Day** **Course Code: AIE**

## Overview:

Build a foundational understanding of AI to confidently engage in today's intelligent workplace and pursue your Exin BCS Artificial Intelligence Essentials certification.
The Artificial Intelligence Essentials course is a dynamic, one-day certification preparation program designed to equip professionals with a foundational understanding of artificial intelligence and its practical applications. Aligned with the EXIN BCS Artificial Intelligence Essentials certification, this course explores the evolution of AI, key definitions, and the distinctions between human and machine intelligence. Through six comprehensive modules, learners will gain insights into the historical development of AI, ethical and legal considerations, enabling technologies like machine learning and robotics, and the critical role of data in AI systems.
Participants will also explore how AI can be effectively integrated into organizational processes, with a focus on project management methodologies, governance frameworks, and real-world use cases across industries such as healthcare, finance, and manufacturing. This course concludes with a forward-looking perspective on AI's societal impact, emerging career opportunities, and the evolving relationship between humans and intelligent systems. Whether you're preparing for certification or seeking to build a solid AI foundation, this course offers a balanced blend of theory, application, and strategic foresight.
This course includes an exam voucher.

## Target Audience:

This course is ideal for professionals who are new to artificial intelligence and want to build a strong foundational understanding of AI concepts, terminology, and applications. It's particularly well-suited for individuals in business, operations, marketing, product management, or IT roles who are beginning to engage with AI-driven tools or initiatives and want to confidently participate in AI-related conversations and projects.

## Objectives:

- By the end of the AIE: AI Essentials course, participants will be able to:
- Define and contextualize artificial intelligence by understanding its key concepts, historical evolution, and the distinctions between human and machine intelligence.
- Identify and evaluate ethical and legal considerations in AI development, including bias, transparency, data privacy, and governance frameworks such as ISO 42001.
- Recognize the technological enablers of AI, including machine learning, robotics, and generative AI, and explain how these technologies are applied in real-world scenarios.
- Understand the role of data in AI systems, including data types, quality characteristics, visualization techniques, and the machine learning data lifecycle.
- Apply AI concepts within organizational settings by exploring automation opportunities, project management methodologies, and AI governance strategies.
- Assess the societal and professional impact of AI, including emerging career paths, industry applications, and the future of human-machine collaboration.

## Prerequisites:

- This course is designed for accessibility and does not require any prior technical or programming experience. It is ideal for learners from both technical and non-technical backgrounds who are interested in understanding the fundamentals of artificial intelligence and its practical implications in business and society.
- A general familiarity with digital technologies and basic business processes will be helpful, but not mandatory. The course is structured to introduce key AI concepts from the ground up, making it suitable for professionals exploring AI for the first time or preparing for the EXIN BCS Artificial Intelligence Essentials certification.

## Testing and Certification

- Exin Artificial Intelligence Essentials

## Content:

Module 1: Introduction to AI and Historical Development

- Key AI Definitions
- Historical Milestones
- Types of AI

Module 2: Ethical and Legal Considerations

- Role of Ethics in AI
- Key Ethical Concerns
- Ethical AI Guidelines

Module 3: Enablers of AI

- Common AI Examples
- Robotics in AI
- Machine Learning Overview
- ML Concepts

Module 4: Finding and Using Data in AI

- Key Data Terms
- Data Quality Characteristics
- Data Handling Risks
- Data Visualization
- Generative AI Terms
- ML Process and Data

Module 5: Using AI in Your Organization

- AI Opportunities
- Project Management Approaches
- AI Governance

Module 6: Future Planning and Impact - Human Plus Machine

- Roles and Career Opportunities
- Real-World AI Applications
- Societal Impact
- Future of AI

## Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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