

AI Foundation

Overview

This 2-day course provides a comprehensive introduction to Artificial Intelligence (AI), combining essential literacy, hands-on tool usage, and prompt engineering mastery. Participants will learn how AI models like GPT and DALL·E work, how to communicate effectively with them through structured prompting, and how to apply these skills to real-world business and creative projects. The course balances foundational AI understanding with practical experimentation, culminating in a project integrating text and image generation.

Who Should Attend

This course is ideal for working professionals, students, managers, educators, business owners, and anyone who wants to build a strong foundation in AI — without any technical background. It is designed for individuals who want to understand how AI works, how to apply it confidently in daily tasks, and how to communicate effectively with AI tools such as ChatGPT and DALL·E. This programme is especially suitable for those who want to future-proof their skills, increase productivity, enhance creativity, or prepare themselves for more advanced AI courses in the series.

Prerequisites

There are no prerequisites for this course. AI Foundation is the first course in the series, and it is intentionally designed for complete beginners with zero experience in coding, AI, or data. All participants — regardless of background or skill level — will be guided step-by-step to ensure a smooth and enjoyable learning experience.

Learning Outcomes

By the end of the course, participants will be able to:

- Explain key concepts and technologies behind modern AI and machine learning.
- Use ChatGPT and similar tools to enhance productivity, analysis, and creativity.
- Apply prompt engineering techniques (zero-shot, chain-of-thought, multimodal prompts).
- Create text and image-based outputs using GPT and DALL·E.
- Develop a mini AI-assisted project applying ethical and responsible AI principles.

Course Outline

Module 1: Introduction to AI and Machine Learning

- What is AI and how it works
- The history and evolution of AI
- Understanding Machine Learning, Deep Learning, and NLP
- How AI models learn from data
- Demonstration: How AI recognizes patterns

Module 2: AI in Everyday Life and Business

- AI use cases in daily life and industry
- Transforming business operations with AI
- Case study: AI in marketing, education, and customer support
- Understanding ROI and strategy for AI adoption

Module 3: Exploring AI Tools and Models

- Overview of major AI tools (ChatGPT, DALL·E, Claude, Copilot, Gemini)
- Understanding Large Language Models (LLMs)
- Comparing text, image, and multimodal models
- Live demonstration: Comparing ChatGPT vs Claude

Module 4: Fundamentals of Prompt Engineering

- What is a prompt and how it shapes AI responses
- Structure of effective prompts (Context → Task → Format → Example)
- Common mistakes in prompting
- Exercise: Rewriting weak prompts into strong ones

Module 5: Advanced Prompting Techniques

- Zero-Shot, Few-Shot, Chain-of-Thought, and Tree-of-Thought prompting
- Using constraints and rules to refine AI output
- Iterative prompting and feedback loops
- Lab: Problem-solving with advanced prompting

Module 6: AI Image Generation and Multimodal Prompting

- How text-to-image models (DALL·E, Midjourney) work
- Writing image prompts for style, composition, and context

- Refining visuals with inpainting and outpainting
- Creative project: Generate and refine an AI-based campaign image

Module 7: Project-Based Learning – AI in Action

- Design and plan an AI-assisted project
- Combine text and image models for business or creative use
- Presentation and feedback session

Module 8: AI Ethics and Responsible Use

- Understanding bias and fairness in AI
- Privacy, transparency, and accountability
- Ethical decision-making in AI deployment
- Case study: Responsible AI in marketing

Module 9: The Future of AI and Career Pathways

- Emerging trends in AI (Agents, RAG, Multimodal models)
- New roles: AI Prompt Engineer, AI Trainer, and Agent Designer
- Building your personal AI skill roadmap