

# AI Literacy Suite: AI Curious





## **AI Curious**

### **Why this programme?**

The **AI Curious** programme is an introduction to this topic designed for those with limited knowledge of AI and is accessible to all professionals with a non-technical background. It aims to empower participants with essential knowledge and skills for integrating AI, including Generative AI, into their daily working lives. This comprehensive curriculum goes beyond viewing AI as a mere automation tool, providing participants with useful insights into the skills required to develop their careers and knowledge in a world where technology is evolving at pace. Participants will explore fundamental AI concepts, learn how to apply them to real-world business challenges, and discover methods to harness AI in order to enhance workflow automation and drive impactful innovation.

### **Duration and Model of Delivery**

AI Curious is delivered as a blended learning course. This means that all study materials are made available to participants on our Virtual Learning Environment, MyPlace, to progress through each section at their own pace, at a time which suits, encouraging interactions with peers who are also participating remotely. While participants access the course materials online, the course tutor will be monitoring the engagement of all participants and will initiate and engage in discussion forum sessions as you progress. The course consists of 10 specific sections, each of which should take around three to four hours to complete, depending upon the knowledge level of participants and the depth to which you wish to acquire knowledge within each section. Each section will be opened on set dates to encourage collaborative progress and engagement with the peer group undertaking the course.

You will be guided through a number of bite-sized mini lectures of around 10 minutes each, in between which you will be encouraged to participate in a range of activities such as forum discussions to share ideas and views, quizzes and further reading to consolidate learning.

Prior to the launch of the course, we will invite you to an online induction session which will be led by the class tutor. Once participants in your cohort have completed all elements, we will arrange a final interactive session with the class tutor with activities designed to complement your self-study and reinforce your learning.

This is a post graduate level course but there is no pre-requisite knowledge for you to apply. Standard IT skills will be required.

### **Target Audience**

This course is Suitable for professionals seeking to learn foundation information about AI including Generative AI, Data Science, and the power of advanced analytics.

## What will I learn?

There will be 10 sections covering the undernoted areas:

| Section   | Indicative Content   |
|---|--|
| <b>AI Fundamentals:</b> The essential knowledge that serves as a foundation for all personas. AI Concepts, History and Core Techniques  | <ul style="list-style-type: none"> <li>AI Concepts, History, Core Techniques</li> <li>Machine Learning, Neural Nets, Deep Learning</li> </ul>  |
| <b>AI Techniques &amp; Technologies:</b> focus on AI methodologies and cutting-edge advancements, covering different machine learning types and deep dives into modern techniques                         | <ul style="list-style-type: none"> <li>Supervised/ Unsupervised learning</li> <li>Prompt Engineering</li> <li>Improving generative outputs</li> </ul>  |
| <b>Data Science, AI &amp; Decision Intelligence:</b> data is the foundation of AI, and these components focus on understanding, analysing, and making decisions with AI-powered data                      | <ul style="list-style-type: none"> <li>Approach to Data Science</li> <li>Generating insights from data</li> </ul>  |
| <b>AI Governance &amp; Responsible AI:</b> Responsible AI is a cross-cutting concern that applies at all levels, from foundational ethics to corporate governance and compliance.                         | <ul style="list-style-type: none"> <li>Ethical &amp; Responsible AI</li> <li>Accountability in AI</li> <li>Governance &amp; Compliance</li> <li>Social &amp; Environmental impact</li> </ul> |
| <b>AI Development &amp; Infrastructure:</b> Many learners need practical guidance on deploying AI models, handling DevOps, scaling, and using standardised frameworks.                                    | <ul style="list-style-type: none"> <li>AI Model Deployment: An Introduction</li> </ul>   |
| <b>AI Adoption, Change &amp; Business Integration:</b> AI is a business enabler, and this category addresses how AI integrates into product management, business models, and long-term corporate strategy | <ul style="list-style-type: none"> <li>AI in Business: An introduction inc effective use of GenAI</li> <li>Automating workflows with GenAI &amp; Optimising outputs</li> </ul>               |
| <b>AI for Leadership &amp; Decision-Makers:</b><br>Businesspeople increasingly need tailored content on how to lead, make strategic AI decisions, and manage AI-powered businesses.                       | <ul style="list-style-type: none"> <li>AI for non-technical leaders</li> </ul>   |
| <b>AI Strategy, Business Value &amp; Industry Trends:</b> AI is evolving rapidly, and learners must stay informed about emerging trends, industry shifts, and innovation areas.                           | <ul style="list-style-type: none"> <li>Introduction to Emerging Trends &amp; Business Value</li> </ul>   |
| <b>AI Communication &amp; Soft Skills:</b> AI professionals often need non-technical skills like storytelling, requirement gathering, and decision-making frameworks to communicate AI effectively.       | <ul style="list-style-type: none"> <li>Soft Skills in the Age of AI</li> <li>Storytelling and Presenting methods</li> </ul>  |
| <b>AI in Action:</b> Learning through real-world AI applications is crucial for bridging theory with practice, showcasing how AI works in different industries.   | <ul style="list-style-type: none"> <li>Real World Applications of AI</li> <li>Where AI fails</li> <li>Use Cases: Adoption and Impact</li> </ul>  |

## **When will this course be delivered?**

This course is delivered on a rolling basis throughout the year. If you wish to join a future cohort, or if you have any questions relating to the course, please contact the skills team: [sbs-fril@strath.ac.uk](mailto:sbs-fril@strath.ac.uk).

## **What does it cost?**

The programme fee is **£1,200** per participant for those who sign up more than two weeks in advance of start date, after which the course cost will be **£1,500**. On occasion there may be fee discounts or funding available to support participants. The programme team will advise when you register for the course.

## **What can I achieve?**

You have the opportunity to complete an assessment at the conclusion of the course, successful completion of which will allow you to achieve academic credits at postgraduate level from Strathclyde Business School as undernoted.

Upon completion of the AI Curious course you may wish to continue your AI knowledge journey by participating in the next AI persona, AI Explorer.

| <b>Course</b>     | <b>Credits Awarded</b> |
|-------------------|------------------------|
| <b>AI Curious</b> | 20 credits             |
| AI Explorer       | 10 credits             |
| AI Enthusiast     | 10 credits             |
| AI Advanced       | 10 credits             |
| AI Executives     | 10 credits             |

Should you not wish to participate in the assessed activities to obtain academic credits, you will receive a digital certificate confirming that you have achieved all elements of the learning materials

Academic credits may be stacked to achieve a postgraduate qualification. If you wish to explore this opportunity further, please contact the skills team at [sbs-fril@strath.ac.uk](mailto:sbs-fril@strath.ac.uk).

## **Where do I sign up?**

Contact the skills team at [sbs-fril@strath.ac.uk](mailto:sbs-fril@strath.ac.uk) to register your interest and for further details of course content and delivery dates.

Get in touch

[sbs-fril@strath.ac.uk](mailto:sbs-fril@strath.ac.uk)