

AI Literacy Suite: AI Enthusiast



AI Enthusiast

Why this programme?

The **AI Enthusiast** programme is designed for professionals who support the development of AI solutions and are keen to learn new and emerging AI techniques to increase their capabilities. 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 build on their fundamental AI knowledge, develop a greater understanding of AI methodologies and emerging techniques, learn to apply them to real-world business challenges, and discover methods to harness AI and drive impactful innovation.

Duration and Model of Delivery

AI Enthusiast 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. Standard IT skills will be required as well as fundamental knowledge of the concepts delivered in our AI Enthusiast course.

Target Audience

This course is suitable for individuals who support the development of AI solutions and are keen to learn new and emerging AI techniques to increase their capabilities.

What will I learn?

There will be 10 sections covering the undernoted areas:

Section	Indicative Content
AI Fundamentals: The essential knowledge that serves as a foundation for all personas. AI Concepts, History and Core Techniques	<ul style="list-style-type: none">• AI Regulations & Policies
AI Techniques & Technologies: 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">• Emerging AI Techniques
Data Science, AI & Decision Intelligence: 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">• Exploring AI trends and Industry impact
AI Governance & Responsible AI: 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">• AI & Sustainability
AI Development & Infrastructure: Many learners need practical guidance on deploying AI models, handling DevOps, scaling, and using standardised frameworks.	<ul style="list-style-type: none">• Best practices for developing and deploying AI solutions• Cloud, DevOps, MLOps
AI Adoption, Change & Business Integration: 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">• Data Driven Product Management
AI for Leadership & Decision-Makers: Businesspeople increasingly need tailored content on how to lead, make strategic AI decisions, and manage AI-powered businesses.	<ul style="list-style-type: none">• Leading in AI as a People Manager
AI Strategy, Business Value & Industry Trends: AI is evolving rapidly, and learners must stay informed about emerging trends, industry shifts, and innovation areas.	<ul style="list-style-type: none">• Exploring AI Trends and Industry Impact
AI Communication & Soft Skills: 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">• Mind Mapping AI Solutions
AI in Action: 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">• Technical Examples• Gen AI and LLM• Research and Innovation

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.

What does it cost?

The programme fee is **£750** per participant for those who sign up more than two weeks in advance of start date, after which the course cost will be **£900**. 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 Enthusiast course you may wish to continue your AI knowledge journey by participating in the next AI persona, AI Advanced.

Course	Credits Awarded
AI Curious	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.

Where do I sign up?

Contact the skills team at 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