

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.

When will this course be delivered?

The programme team plans to deliver this course on a rolling basis from **July 2025**. Once we have a quorum registered, we will open the course to participants. Once you express an interest, we will keep you informed of dates for delivery, including the interactive sessions with our lecturing team. We will also guide you through the registration process.

What does it cost?

The programme fee is **£750** per participant for those who sign up before 31st May 2025, 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. We are happy to answer any questions you may have.