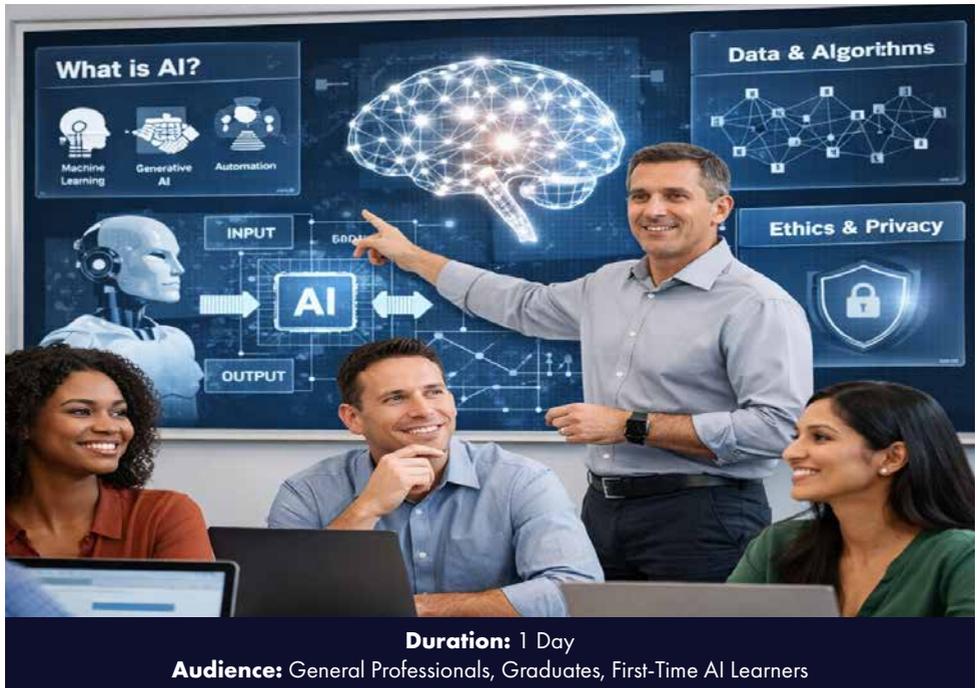


BASIC AI SERIES

AI LITERACY & DIGITAL FLUENCY FOR NON-AI PROFESSIONALS



Programme Overview

The AI Literacy & Digital Fluency programme expands on the introductory AI masterclass by providing a structured understanding of how artificial intelligence integrates into modern professional environments.

Participants move beyond basic awareness to develop the confidence required to work effectively alongside AI-enabled tools and systems.

The programme focuses on practical workplace application, responsible usage, and critical evaluation of AI outputs so professionals can engage these technologies productively while maintaining human oversight and judgement.

Key Learning Outcomes

Participants will learn how to:

- Understand core AI terminology and concepts in practical business language
- Distinguish AI, automation, machine learning, and generative AI
- Identify workplace applications where AI improves productivity and insight
- Evaluate AI-generated outputs critically and apply human judgement
- Adopt responsible practices for privacy, ethics, and digital confidence

Module Structure

Module 1: Foundations of AI Literacy

- What AI is and what it is not
- Key concepts introduced in the AI masterclass expanded in greater depth
- Understanding generative AI and modern AI capabilities

Module 2: Digital Fluency in the AI Workplace

- Human–AI collaboration models
- Working productively with AI-enabled tools
- Developing digital confidence and adaptability

Module 3: Practical AI for Professional Work

- AI for research, summarisation, communication, and planning
- Productivity and knowledge management use cases
- Introduction to prompt-based interaction with AI systems

Module 4: Responsible Use of AI

- Identifying hallucinations and weak AI outputs
- Privacy, ethics, bias, and responsible oversight
- Building safe AI practices for organisational environments

Practical Learning Experience

Participants will engage in practical exercises including:

- AI use-case workshops and guided exercises
- Hands-on experimentation with selected AI tools
- Evaluation of AI outputs in real professional scenarios

Participants leave with a basic understanding of the usage of AI, informed by knowledge of AI used terminology, concepts and a higher understanding of digital AI tools

Who Should Attend

This programme is designed for:

- Professionals entering AI-enabled workplaces
- Graduates seeking practical digital capability
- Managers and support staff working with AI tools
- Individuals preparing for deeper AI learning pathways