



AI Certification Program

# AI+ Everyone™



# Executive Summary

The AI+ Everyone course offers a comprehensive journey through the landscape of artificial intelligence, covering fundamental principles, technological advancements, real-world applications, project workflows, ethical considerations, generative AI, and preparation for an AI-driven future. Participants gain insights into diverse AI technologies and their practical implications across industries, alongside discussions on ethics and societal impact. The course culminates with practical guidance for starting with AI, providing resources for further exploration. Overall, participants are equipped with a holistic understanding of AI, empowering them to navigate its opportunities and challenges in today's rapidly evolving technological landscape.

# Certification Prerequisites

- Understand the basics of digital technologies and how they affect life
- Awareness of ethical principles and societal impact of technology
- Curiosity and openness to learning about new concepts and technologies

# Exam Blueprint

Number  
of Questions

**50**

Passing  
Score

**35/50 or 70%**

Duration

**90 Minutes**

Format

**Online via AI  
Proctoring platform**

Question Type

**Multiple Choice/Multiple  
Response**



# Exam Overview

Module	Weight
Introduction To Artificial Intelligence (AI)	10%
AI Technologies	10%
AI in Action: Applications And Case Studies	10%
The Workflow of AI Projects	12%
Ethics And Social Implications Of AI	15%
Generative AI And Creativity	15%
Preparing For An AI-driven Future	15%
Starting With AI: First Steps And Resources	13%
	100%



 AI CERTs™  
The logo features a stylized 'AI' in orange and black, followed by 'CERTs' in black with a trademark symbol.

AI<sup>+</sup>  
Everyone™

# Certification Modules

## Module 1

### Introduction To Artificial Intelligence (AI)

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#### 1.1 What is Artificial Intelligence?

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#### 1.2 A Brief History of AI

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### **1.3 Demystifying AI: Myths vs. Reality**

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### **1.4 The Significance of AI in Everyday Life**

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## **Module 2**

# **AI Technologies**

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### **2.1 Machine Learning: Basics and Beyond**

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### **2.2 Deep Learning and Neural Networks**

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### **2.3 AI Technologies in Action: Simplified Examples**

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### **2.4 Interactive Workshop: Exploring AI**

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## Module 3

# AI in Action: Applications And Case Studies

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## 3.1 Introduction to AI Applications

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## 3.2 Case Study 1: Smart Speakers

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## 3.3 Case Study 2: Self-Driving Cars

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## 3.4 Case Study 3: Healthcare Applications

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## Module 4

# The Workflow of AI Projects

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## 4.1 Introduction to AI Project Workflow

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## 4.2 Problem Definition and Data Preparation

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## 4.3 Model Selection, Training, and Validation

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## 4.4 Deployment and Integration

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## 4.5 Evaluation and Iteration

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### Module 5

# Ethics And Social Implications Of AI

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## 5.1 Introduction to AI Ethics and Social Implications

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## 5.2 Bias and Fairness in AI

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## 5.3 Privacy and Security in the Age of AI

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## 5.4 Responsible AI Development

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## 5.5 AI and Society: Looking Ahead

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## Module 6

# Generative AI And Creativity

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## 6.1 Introduction to Generative AI

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## 6.2 Applications of Generative AI in Creativity

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## 6.3 Ethical Considerations in Generative AI

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## 6.4 Exploring the Future of Creativity with AI

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## Module 7

# Preparing For An AI-Driven Future

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## 7.1 The Future Landscape of AI

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## 7.2 AI and the Transformation of Work

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## 7.3 Lifelong Learning in an AI World

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## 7.4 Staying Relevant in an AI-Driven World

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## 7.5 Interactive Discussion: Preparing for the Future with AI

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## Module 8

# Starting With AI: First Steps And Resources

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## 8.1 Introduction to Starting with AI

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## 8.2 Choosing AI Projects

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## 8.3 Forming AI Teams

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## 8.4 Resources for Learning and Development in AI

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# Certification Outcome

Upon successful completion AI+ Everyone certification programme, participants receive a recognized certification validating their proficiency in artificial intelligence. This certification serves as a testament to their comprehensive understanding of AI principles, practical skills in AI technologies, and ethical considerations. With this certification, participants demonstrate their readiness to contribute effectively to AI projects across industries, opening doors to new career opportunities and advancement in the rapidly evolving field of artificial intelligence.





## Market Insight

The AI market is booming, with a high demand for professionals possessing cross-disciplinary skills in computer science, mathematics, and data analysis, alongside strong critical thinking and ethical awareness. Continuous learning is essential in this competitive landscape, where companies offer attractive incentives to secure top talent. Opportunities span various industries, emphasizing the importance of adaptability and ethical contributions in the rapidly evolving AI landscape.



## Value Proposition

Our AI course offers practical knowledge and skills essential for success in today's AI-driven landscape. Through a comprehensive curriculum and hands-on learning approach, participants gain a deep understanding of AI principles, technologies, and ethical considerations. Whether you're a beginner or experienced professional, our course equips you to navigate complex AI projects with confidence and innovation, preparing you for diverse opportunities across industries.



## Additional Features

Our course includes personalized mentorship from experienced AI professionals, providing tailored guidance and support to enhance your learning journey and career prospects.



# AI Experts



## Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.



## Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.



## J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.



## Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)



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