

# BCS Essentials in Artificial Intelligence Course

**Course Duration : 8 Hours**

**Course code : BCS-AI-ESS-914**

## 1. Course Overview

The BCS Essentials in Artificial Intelligence Course is designed to provide a foundational understanding of artificial intelligence concepts and their practical applications in modern businesses. This course introduces learners to how AI technologies are transforming industries by enabling automation, data-driven decision-making, and intelligent systems.

## 2. What you'll learn?

- Basics of artificial intelligence and machine learning
- AI applications in various industries
- Data-driven decision-making concepts
- Introduction to AI tools and technologies
- Ethical considerations in AI
- Understanding AI business use cases

## 3. Target Audience

- Beginners interested in AI
- Business professionals and managers
- IT professionals and developers
- Students and fresh graduates
- Professionals exploring AI careers

## 4. Pre-Requisites

- Basic understanding of computers
- Interest in AI and emerging technologies
- No coding or technical background required

## 5. Course Content (Modules)

### Module 1: Introduction to Artificial Intelligence

- What is AI?
- History and evolution
- AI in everyday life

### Module 2: Fundamentals of Machine Learning

- Basics of machine learning
- Types of learning models
- Data and algorithms

### Module 3: AI Applications in Business

- Use cases across industries
- Automation and analytics
- Real-world examples

### Module 4: AI Tools & Ethics

- Overview of AI tools
- Ethical considerations
- Responsible AI usage

### Module 5: Case Studies & Practical Insights

- Real-world AI scenarios
- Best practices
- Future trends in AI