AI|E
Artificial Intelligence | Essentials

CIS 299

EC-COUNCIL UNIVERSITY
ACCREDITED. FLEXIBLE. ONLINE.

APPLIED AI FOUNDATIONS

ARTIFICIAL INTELLIGENCE ESSENTIALS

DEAC DISTANCE EDUCATION ACCREDITING COMMISSION

CHEA
A CHEA-recognized Accrediting Organization

ANAB
ANSI National Accreditation Board
ACCREDITED
ISO/IEC 17024
PERSONNEL CERTIFICATION BODY

RANKED AMONG TOP 10 BY FORTUNE®
FOR IT'S ONLINE CYBERSECURITY MASTER'S DEGREE

FORTUNE
BEST ONLINE MASTER'S CYBERSECURITY DEGREES

Course Description

This course provides a strong foundation in Artificial Intelligence (AI), helping you understand how AI systems work and how they are applied across industries. You'll explore core AI concepts such as data, algorithms, models, machine learning, and neural networks, before delving into more advanced AI capabilities, including natural language processing and generative AI. You'll gain hands-on experience with AI tools and prompt engineering techniques, enabling you to optimize outputs and leverage AI effectively in business and operational settings. The course's curriculum also emphasizes responsible AI use by addressing ethics, governance, bias, privacy, and risk management. By the end of the course, you'll be able to confidently use AI technologies, make informed implementation decisions, and evaluate AI opportunities and risks in professional environments.

Course Learning Outcomes

Upon successful completion of this course, you will be able to:

01 Describe the similarities, differences, and collaboration between human intelligence and Artificial Intelligence.

02 Explain how data, algorithms, and models form the foundation of AI systems.

03 Summarize major milestones and developments in the evolution of Artificial Intelligence.

04 Describe recent advancements and future directions shaping AI technologies.

Who is it for?

This course is ideal for:

Students and early learners who want to develop their AI literacy and foundational knowledge.

IT professionals seeking to gain AI understanding to complement their technical expertise.

Non-IT professionals who want to know how to use AI to boost their productivity and output at work.

Entrepreneurs and business leaders looking to implement AI into operational workflows and enhance their decision-making capabilities.

HR professionals who want to leverage AI tools in workforce development initiatives, talent management, and people ops.

Program Highlights

DURATION
10 weeks

STUDY HOURS
Students need to put in about 13.5 hours a week

LIVE SESSIONS
Once a week

FACULTY
Industry Experts

The ECCU Impact

93% of graduates get jobs at leading organizations after completing the program

82% of graduates report career enhancement.

2 out of 3 graduates get new job roles within 6 months of program completion.

1 out of 2 graduates secure job roles paying $100K+ annual salaries.

**Source: ECCU Consumer Information Disclosure Form*

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Get the Most Out of Cutting-Edge AI Tools

AI Tools You'll Practice With

Foundational AI Skills Are Needed Everywhere

85% of tech companies worldwide have already adopted AI.
(Source: Investopedia)

53% of manufacturers report using AI in at least one business function.
(Source: McKinsey & Co.)

The value of AI solutions for banking and finance is projected to reach **$190 billion** by 2030.
(Source: Markets and Markets)

70+ countries have developed and implemented AI strategies or policies.
(Source: OECD)

70% of healthcare providers are using AI in some capacity in business operations.
(Source: Capgemini)

Course Outline

Module 01:
Introduction to Artificial Intelligence: Part 1: Human Intelligence vs Artificial Intelligence

Week 1

Module 02:
Introduction to Artificial Intelligence - Part 2: Evolution and Milestones of Artificial Intelligence

Week 2

Module 03:
Everyday AI Tools and Use Cases: Part 1: AI in Everyday Life

Week 3

Module 04:
Everyday AI Tools and Use Cases: Part 2: AI in Industry, Workplaces, and Society

Week 4

Module 05:
Building Blocks of AI: Part 1: Data as the Foundation of AI

Week 5

Module 06:
Building Blocks of AI: Part 2: Algorithms and Models in AI Systems

Week 6

Module 07:
Prompt Crafting for Effective AI Interactions: Part 1: Natural Language Processing and Generative AI

Week 7

Module 08:
Prompt Crafting for Effective AI Interactions: Part 2: Prompt Engineering and Practical AI Interaction

Week 8

Module 09:
AI Ethics and Responsible AI: Part 1: Ethical Risks, Bias, and Societal Impact of AI

Week 9

Module 10:
AI Ethics and Responsible AI: Part 2: Responsible and Secure AI Adoption

Week 10

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Attaining the AI|E Certification

Number of Questions **75**	Test Format **Multiple-Choice Questions (MCQs)**	Duration **2 hours**	Availability: **ECCU Exam Portal**

Unveil the True University Experience!

- **Flexible Online Learning**
- **Hands-On Experience**
- **Faculty of Experts**
- **Industry Aligned Curriculum**
- **Globally Respected Certifications**
- **Credit Transfers**
- **Scholarships & Payment Plans**
- **24/7 Access to Learning Resources**
- **International Networking**

Meet Our Faculty

Jason Clark, Ph.D.

Yuri Diogenes, MS

Dr. Kanchan Panta, D.Sc.

Adrianna Davis, MS

Brian McDaniel, MS

Julie Beck, MS

Franklin Orellana, DBA

Dr. Donnel Hinkins, Ph.D.

Holistic Education at ECCU

- Acquire in-depth knowledge through ECCU's vast library of resources.
- Master technical skills with hands-on practice in ECCU's virtual labs.
- Enhance soft skills, such as business communication and problem-solving.

What Our Students Say

My experience at ECCU has been very positive and empowering. I found that studying here is very flexible and friendly. The learning environment is responsive and supports challenging coursework, which is good because I like to be challenged. The MCS program combines technical depth with practical applications, which allows you to be postured for your next promotion. That's what I love most about ECCU.

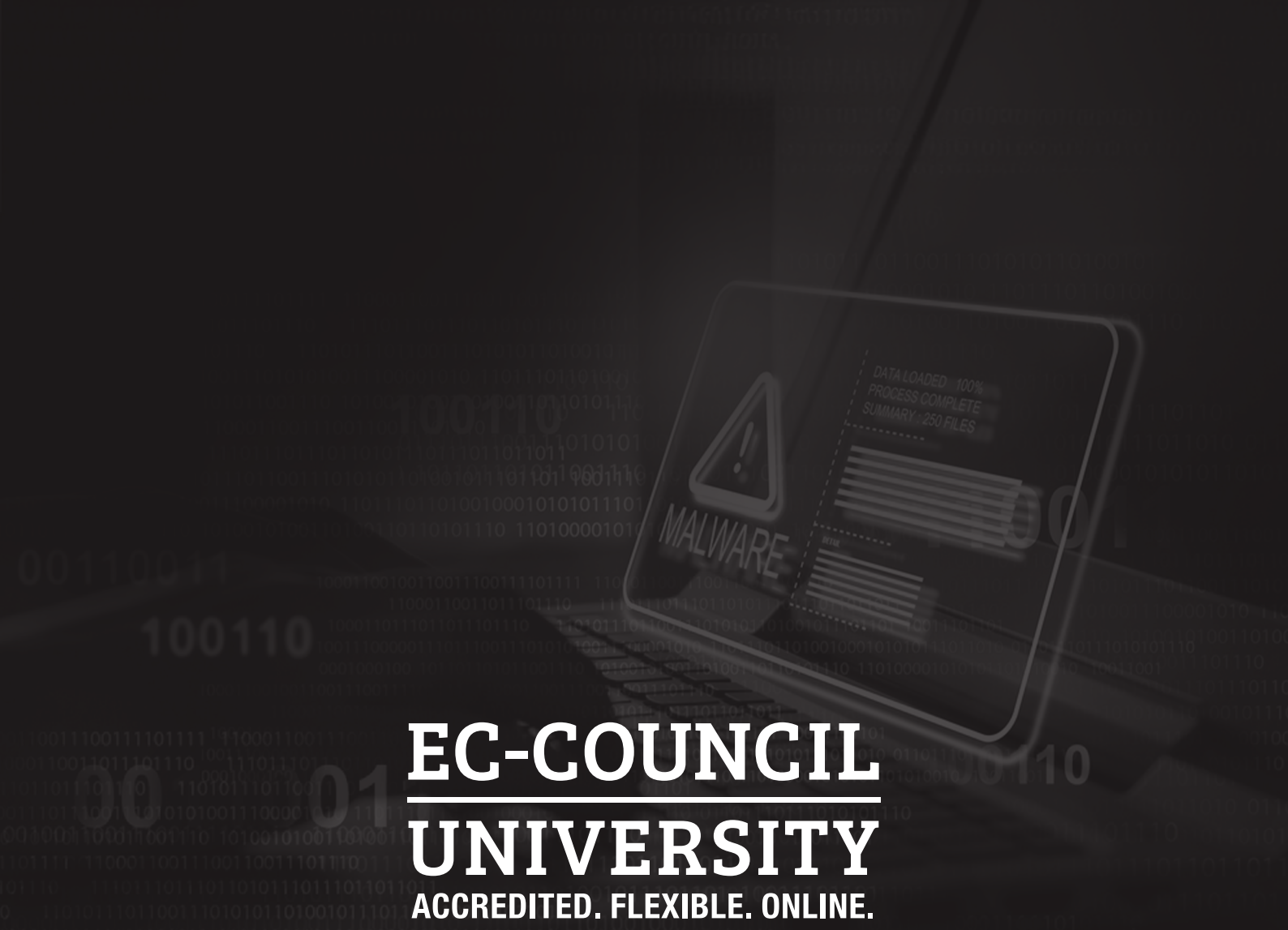
Unlike programs that focus solely on theory, ECCU emphasizes resume-boosting experience. The lab projects mirror real-world scenarios, which can add value to your resume. I think that's pretty awesome.

I absolutely recommend ECCU to anyone who wants a successful career in cybersecurity or computer science.

Retired Major Timothy Amerson
Master of Science in Computer Science Graduate
U.S.A.

It was a pretty easy choice to select EC-Council University. The master's degree significantly advanced my career in a way that really opened my eyes. Deepening my knowledge of cybersecurity equipped me to be ready for advanced roles. I think it's the best decision I've made in my life.

Xerxes Phillip
Master of Science in Cybersecurity Graduate
Hong Kong



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