



**Skills to
Advance**

boost skills - boost business

INTRODUCTION TO ARTIFICIAL INTELLIGENCE

This micro-qualification is designed to equip participants with **foundational knowledge, skills and competencies** in the rapidly evolving area of AI.

Participants will gain an understanding of **AI concepts, practical applications and ethical considerations**, and have opportunities to enhance their problem-solving abilities.

What content is covered within the programme?



UNIT 1

Introduction to AI

Past » Present » Future



UNIT 2

Data Literacy for the Modern Age

From Raw Data to Insight



UNIT 3

Demystifying Algorithms

Logic Made Simple



UNIT 4

Real-World AI

AI in the Wild



UNIT 5

Ethics, Bias & AI in Society

Tech with a Conscience



UNIT 6

AI in Practice

Do. Build. Explain.

Course Duration

Classroom Learning – 30 hours

Independent Learning – 20 hours

Cost of Course

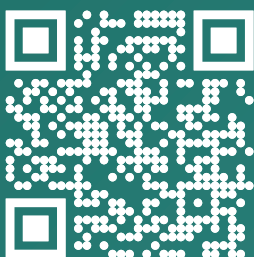
Highly subsidised - your local ETB will advise on the final cost

Course Assessment

Work-based project

Course Accreditation

QQI Level 4



Contact your local ETB for further information or visit

skillstoadvance.ie

INTRODUCTION TO ARTIFICIAL INTELLIGENCE

PROGRAMME OVERVIEW



Introduction to AI

MIPLO 1

- History and evolution of AI (Turing, ELIZA, ChatGPT, Copilot)
- Key concepts & terminology
- Current trends and prompt engineering



Data Literacy

MIPLO 2

- Explore data trends (music, health, social media)
- Data collection, processing & analysis (Excel, Kaggle)
- **Visualisation:** tables, graphs, charts
- Link between data and algorithms



Demystifying Algorithms

MIPLO 2

- What algorithms are and how they work
- Inputs >> process >> outputs
- Computational thinking & design activities
- Training ML algorithms (supervised vs unsupervised)



Real-World AI

MIPLO 3

- Human vs computer perception
- **Applications:** chatbots, translation, vision, GenAI
- AI limitations & human agency
- **Social impact:** jobs, skills of the future



AI Ethics & Society

MIPLO 1

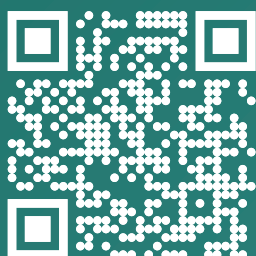
- **Key ethical terms:** bias fairness, representation
- Human rights & tech ethics (podcasts, debates)
- Algorithmic bias & ownership in AI art
- **Social impacts:** misinformation, deepfakes, privacy



AI in Practice

MIPLO 1

- **Case studies:** medicine, F1, space
- Hands-on assignments & teamwork
- Communication & presentation of AI concepts



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