PROFESSIONAL ACADEMY

AI Literacy for Success: Preparing Your Workforce for Today's Business Challenges

UCD Professional Academy

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UCD Campus

97% of clients plan to train their staff with us again in the future

2,000+ companies have trusted us to train their teams

31,000+ professionals have studied with us

Market Trends

- **40% of companies reported using AI** in their business in 2024, up from 35% in 2022, and 25% in 2021.
- AI estimated to contribute **$15.7 trillion to the global economy by 2030** according to PwC (2024)
- The engineering sector is gaining confidence, with 71% of employers anticipating improved finances this year. However, 72% express concern about a digital skills shortage hindering business growth.(Engineers Ireland)

Key Takeaway: AI skills are rapidly becoming essential across all business sectors

Why AI Literacy is Key

AI is not just for data scientists—everyone in industry can benefit.

Understanding AI fundamentals helps professionals:

- **Overcome industry-specific challenges:**
- **Project Setbacks** - - Enhance **efficiency** and **operational excellence**, Procore, BIM 360, RPA- UIPath
- **Design & Planning -** Generative Software
- **Risk -** Machine learning - e.g Protex AI
- **Decision Making -** Improved Decision making - Data Driven

Preparing your workforce with AI literacy is critical for **future success** and **remaining competitive**.

Professional Academy Diploma in AI for Business

Course Content

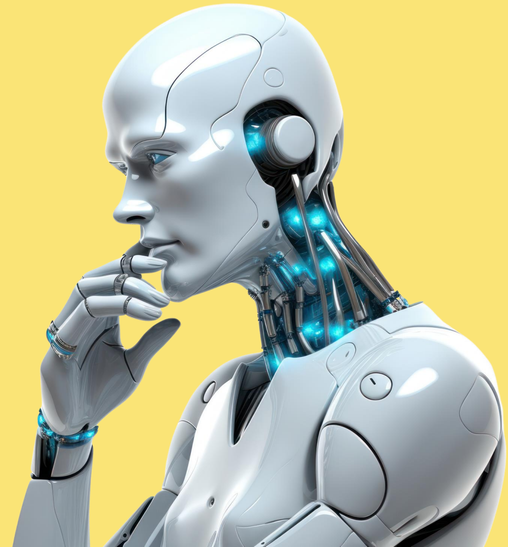
1. Introduction to Artificial Intelligence
2. The Digital Transformation
3. Process Automation
4. Cognitive Insight
5. Cognitive Engagement
6. Industry Developments
7. Capability Strategy
8. Strategy and Implementation
9. The People-Process-Technology Balance
10. Societal and Legal Implications of Artificial Intelligence
11. Ethical Dimensions of Artificial Intelligence
12. The Workforce of the Future

Learning Outcomes……

1. **Understand AI**: Get a good grasp and intuition of what AI is, how it works and how it is built, including its challenges and limitations.

1. **Discuss and interact:** learn from in-depth discussions about the implications of AI for Business.

1. **Strategise on AI implementation:** Understand how to align AI initiatives with business strategy.



Professional Academy Diploma in Advanced AI

Course Content

1. Developments in Technology
2. Ethics in AI
3. AI Governance: Policy and Regulation
4. Leadership in the Age of AI
5. Generative AI and Business Applications
6. Prompt Engineering
7. Optimising Operational Efficiency
8. Decision-making and AI
9. AI and Human Engagement
10. Trust, Transparency, and Explainability in AI
11. Hands-On Workshop 1
12. Hands-On Workshop 2

Learning Outcomes ……

1. **Deeper Dive**: Delve deeper into the technical aspects of AI

1. **Leadership:** Develop leadership skills in AI

1. **Risk:** Understand in more depth the Ethical Considerations and Operational Complexities

1. **Strategy:** Create AI solutions to solve real business challenges

Prerequisites

- Understand key AI concepts, terms, and their impact.
- Have experience with major AI-driven business transformations.
- Possess practical or principle-based insights into AI technologies and applications.

Time Commitments & Assessment piece

AI for Business & Advanced AI:

- **3 hours weekly** online sessions over **12 weeks.**
- 1-3 hours self-study practice per week.

Assessment breakdown:

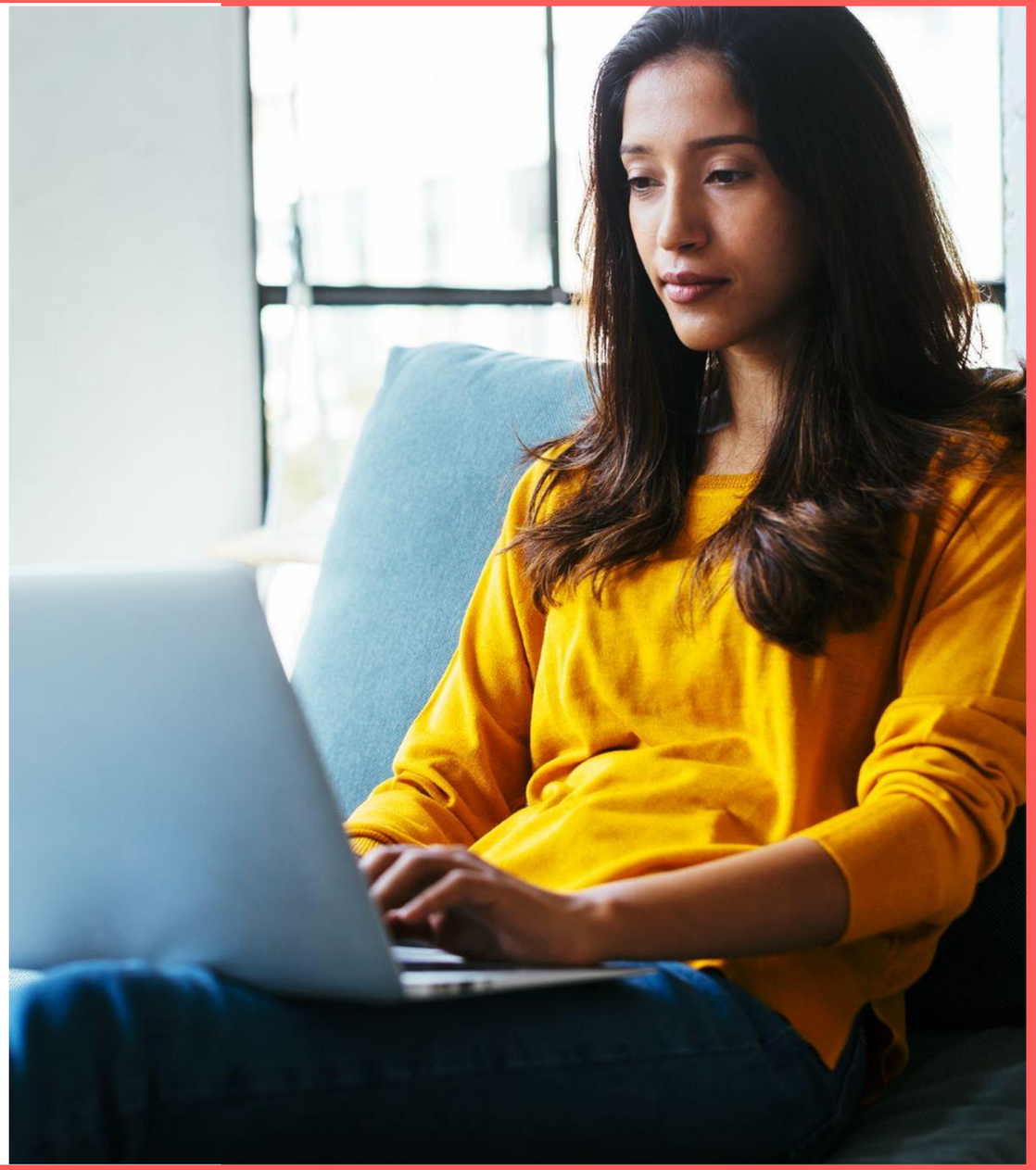
Part 1: Action Learning Log - 40%

(approx, 1500 words)

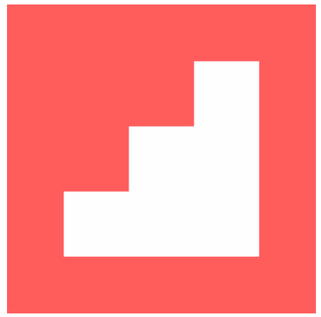
Part 2: Written Assignment - 60% (approx 3,000 words)

Blueprint For Work:

The assessment allows learners to bring together the concepts, insights, and practical capabilities that learners have gained about AI throughout the course to support in solving real world problems.

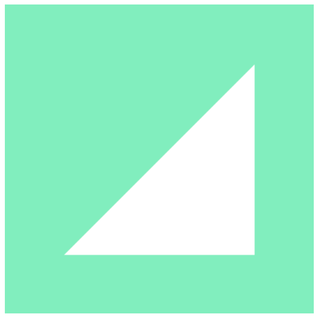


40+ courses covering today’s most pressing skills gaps



Leadership & Management

Marketing



Data Analytics

Digital & IT

Business & Finance

Our full course list is available **here**

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You're in good company…

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