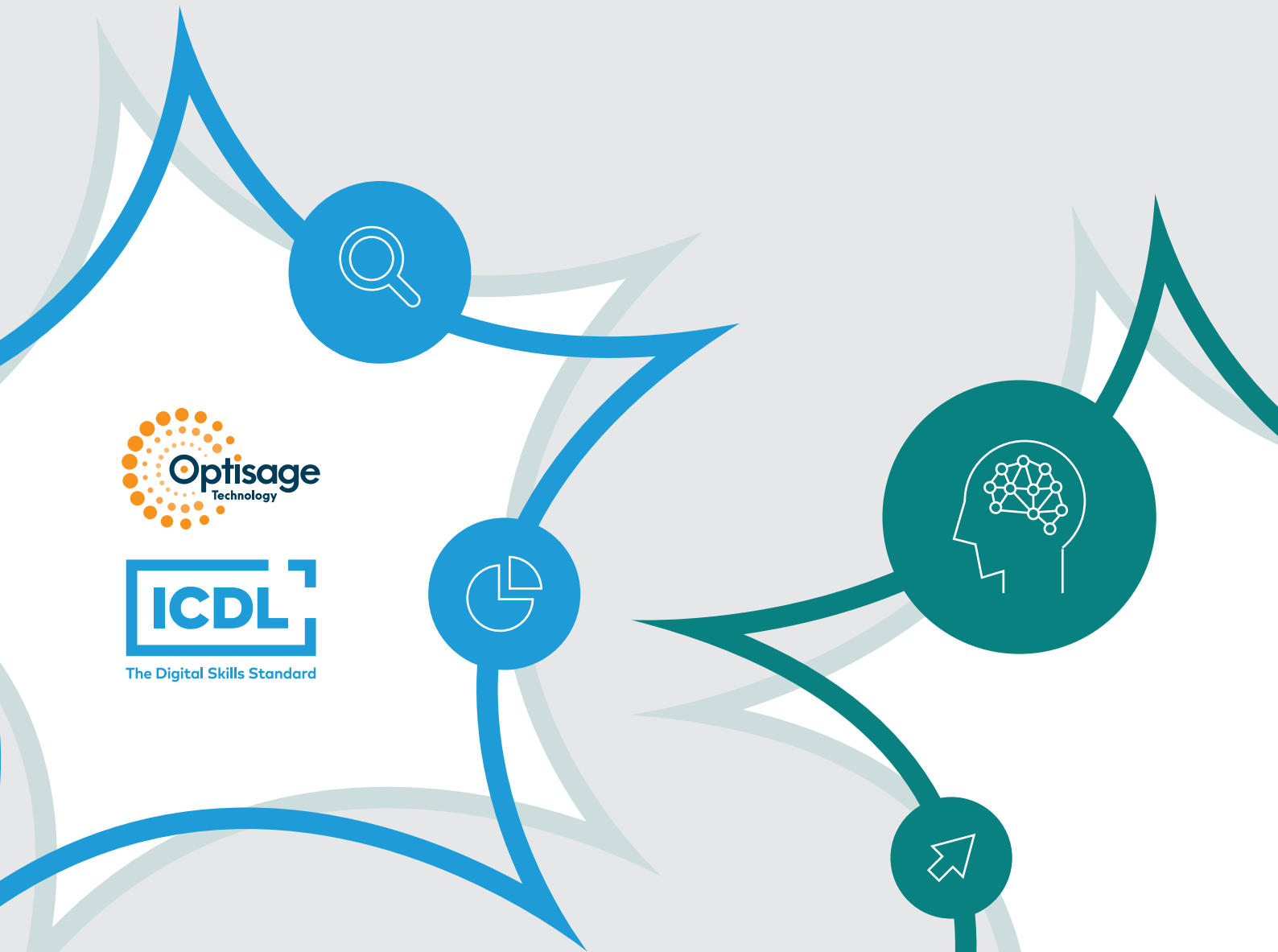




ICDL Artificial Intelligence





Course Overview

Step into the Future with AI: A Globally Recognised Certification for Tomorrow's Skills

Artificial Intelligence (AI) is no longer just a buzzword; it's a vital skill in today's digital age. With the ICDL Artificial Intelligence module, you'll gain a strong foundation in what AI is, how it works, and how to use it responsibly in both career and business settings. No coding or technical background is required.

Whether you're an executive, student, jobseeker or business owner, this course is designed to equip you with essential AI knowledge, practical real-world examples, and a clear understanding of ethical considerations. This course is delivered by Online Marketing Academy (OMA), Johor's trusted ICDL-certified training provider. It's the smart way to future-proof your skills with an internationally recognised certification.

Course Content

This module offers a clear, non-technical understanding of AI, supported by real-world examples and case studies from industries that are already using AI successfully.

» Module 1 What is Artificial Intelligence (AI)?

- Define the term AI.
- Three stages of AI: narrow, general, super.
- Key milestones in the development of AI.

» Module 2 How Does AI Work?

- Key principles underpinning AI: algorithms, complexity, heuristics.
- Machine learning definition and key characteristics.
- Neural network: definition and key characteristics.
- Deep learning: definition and key characteristics.


» Module 3 Common AI Examples

- Identify the need for AI in organisations and society.
- Examples of how AI supports data mining.
- Examples of how AI supports natural language processing.
- Examples of how AI supports decision making.

» Module 4 AI Adoption: Challenges and Potential

- Recognise limits to AI.
- Recognise ethical guidelines that should inform the operation of AI: clarity and desirability of purpose, transparency, competence in operations.
- Social and economic impact of AI.
- Potential and implications of AI for different sectors.
- Implications of adopting AI in a given scenario.





Course Summary

This course offers a complete and accessible introduction to Artificial Intelligence. You'll explore how AI is used in the real world, understand its broader implications, and get ready for the ICDL Artificial Intelligence Certification. It is ideal for anyone who wants to stay relevant in the workplace, support their company's digital transformation, or better understand how AI is shaping the future.

Course Objectives

- ▶ Understand the term artificial intelligence (AI) and the steps in its evolution
- ▶ Identify the key principles underlying it, and understand the terms machine learning, neural network, and deep learning.
- ▶ Recognise the utility of AI in organisations and society, and recognise common examples relating to data mining, image recognition, natural language processing, and decision making.
- ▶ Consider the implications of AI for specific sectors and how it could be implemented in a given scenario or situation.

Course Learning Outcomes



By the end of this course, participants will be able to:

1.

Explain what Artificial Intelligence is and how it differs from traditional programming.

2.

Identify practical examples of AI in everyday life and in the workplace.

3.

Understand how AI is transforming key industries and business models.

4.

Discuss the ethical and societal issues surrounding AI use.

5.

Recognise the impact of AI on employment and future job roles.

6.

Apply best practices in using or working alongside AI tools and systems.

7.

Cultivate an AI-aware mindset to stay relevant in a rapidly changing world.

8.

Contribute meaningfully to AI-related conversations or initiatives in your organisation.

ICDL Badge & Certificate

Upon successful completion of the programme, participants will be awarded a Digital Badge and Profile Certificate of Achievement by **ICDL**.



Why Take the ICDL Artificial Intelligence Certification?

This short, focused e-learning programme ends with a quick certification test – giving you practical knowledge of how AI works, from machine learning to neural networks, and real-world applications.

Who Is It For?

Perfect for professionals and managers who want to understand the emerging AI tech without needing a technical background. Learn the language of AI and start leading smarter conversations at work.



Learning Mode:

eBook and eLearning Video

Course Duration:

100% Self-eLearning

Course Fee:

RM400 + 8% SST
*per pax



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