

# an introduction to artificial intelligence

non-technical



## Oxford Cyber Academy INTRODUCTION TO AI

This Introduction to AI (non-technical) course is based on 24 hours of learning over 4 weeks and is an engaging and dynamic programme that brings to life the world of Artificial Intelligence. Revealing what it can do as well as what it can't do, it also reveals what lies behind the elements of machine learning and data science and how to apply them. The course will benefit anybody who wants to work with AI teams or to build effective Artificial Intelligence strategies within their organisation and is a great introduction to this evolving science.

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## who is this course for?

The course is aimed at anyone who wants to work with an AI team and build an AI strategy in their organisations.

## course content

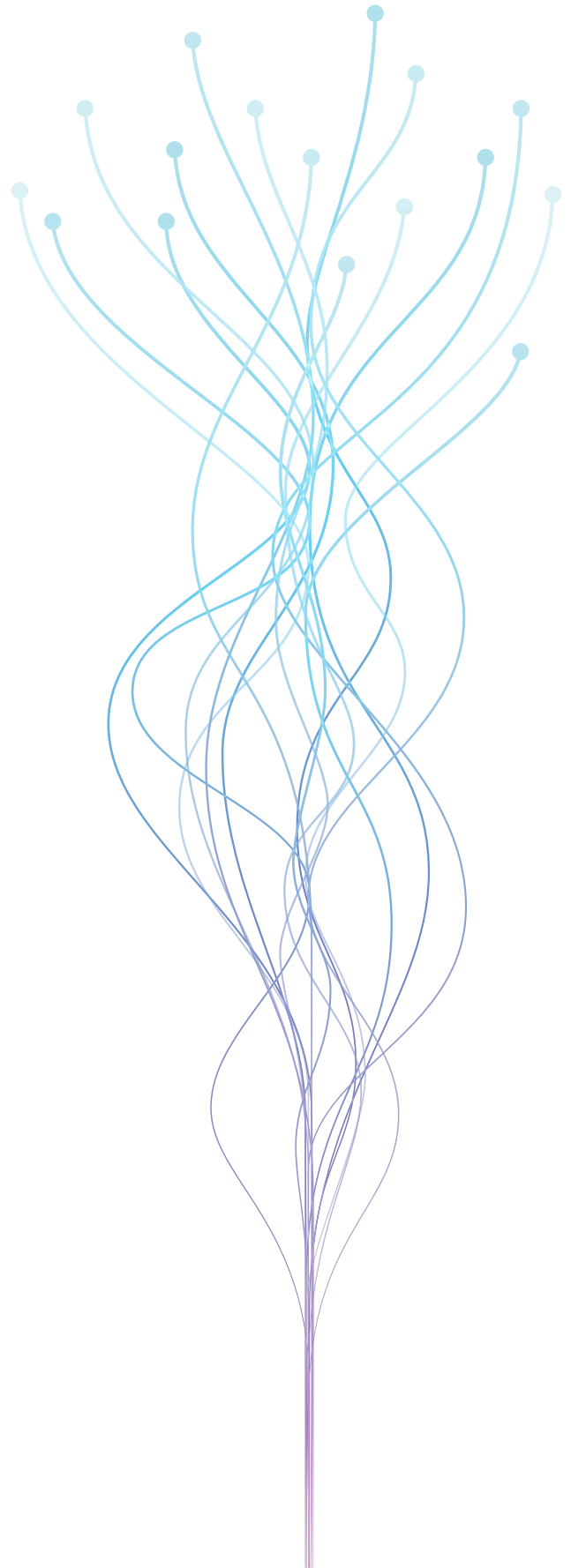
The course explains the meaning behind common AI terminology, including neural networks, machine learning, deep learning, and data science. What AI realistically can and cannot do, how to spot opportunities to apply AI to problems in one's organisation and to understand at a high level how to build machine learning and applied data science solutions.

## duration

The course duration is 24 hours learning over four weeks and needs no prerequisites.

## course materials

Online synchronous and asynchronous learning content



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## assessment and feedback

Use Case Scenarios to be analysed & evaluated using the core technologies & growing skills introduced in the course. The feedback is provided within weeks after each assignment's submission deadline.

The course assessments are as follows:

In total one piece of Course work

- Week 4  
Course Assessment
1. Exercise (40%)
  2. Case Study (60%)

Feedback will consist of your mark for this assignment along with a general report of your strengths and areas for improvement across all course work. Feedback will consist of a short report containing marks for the assessment.

## aims and learning outcomes

On completion of this course, you will be able to:

- 0.1** Comprehend the key concepts of AI
- 0.2** Demonstrate competencies appropriate to professional practice related to AI in Media Technology
- 0.3** Evaluate the effectiveness of applied AI in relation to the challenges/issues addressed
- 0.4** Successfully engage in comparing and contrasting AI in business discourse by applying a practical understanding of the AI use case scenario

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## assessment

Four individual course work sets, with different marking weights in the form of ICA, to assess various module's learning outcomes.

## syllabus - the core

### Week 1

Topic 1.1	Introduction to Artificial Intelligence (AI)
Topic 1.2	Essential Artificial Intelligence Infrastructures
Topic 1.3	Introduction to Data Science

### Week 2

Topic 2.1	Principles of Learning
Topic 2.2	An overview of Data Analytics
Topic 2.3	Introduction to Machine Learning

### Week 3

Topic 3.1	Introduction to Statistics
Topic 3.2	Bayesian Principles
Topic 3.3	Principles of Neural Networks

### Week 4

Projects

Assessment



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