Intel AI for Current Workforce L3

Contents

What is this Qualification?

The course aims to give working professionals a solid grounding in artificial intelligence and the confidence to apply it in real business contexts. It takes learners from AI fundamentals through hands-on tooling and into technical domains, finishing with venture-building skills so they can evaluate, implement and champion AI solutions at work.

Key aims and objectives of this course are:

- **Build AI literacy for business:** Explain core AI concepts and domains (ML, NLP, computer vision, IoT), and use metrics to judge the success and ROI of AI initiatives.
- **Apply practical AI tools and methods:** Use no-code AI tools, frame clear problem statements, collect and analyse business data, and deploy working AI prototypes in realistic scenarios.
- **Develop technical proficiency:** Gain exposure to Python and work across technical areas including computer vision, NLP and IoT, while understanding ethics, risk and governance around AI.
- **Drive AI-led innovation:** Generate AI business ideas, map them onto a Business Model Canvas, and translate them into credible proposals with success metrics and ROI.
- **Demonstrate industry readiness:** Evaluate AI solutions, write AI project proposals, and use AI for data-driven decision-making and competitive advantage; prepare a pitch for funding and adoption.
- **Meet employability and inclusion expectations:** Build CVs and digital portfolios; practise interview skills; and embed British Values, Prevent, safeguarding, EDI, literacy, numeracy and IT skills throughout

Who is this Course for?

Prior Knowledge and Suitability:

- Learners will need to have solid digital skills to complete the course.
- It would be beneficial if learners are currently in work so they can apply the use of AI to their current role.

Why Should Learners Enrol?

Skills gained include:

- **AI literacy for business:** explain what AI is, where it's used, and how to judge success with simple ROI metrics and stakeholder analysis.
- **Problem framing:** use structured methods (5 Whys, fishbone, 4-step/4W canvases) to define the real business problem before picking a solution.
- **No-code AI:** select and use no-code tools to prototype AI solutions to realistic business cases.
- **Prompt engineering:** craft zero-shot, one-shot and few-shot prompts and apply best practice to improve AI outputs.

Guided Learning Hours & Commitment

- **GLH:** 144 hours (taught sessions)
- Learners should expect to commit additional time outside of lessons for:
    - Research
    - Assignments
    - Portfolio building

Unit Breakdown

Level 100 — AI fundamentals and business applications
This level equips learners with practical skills and knowledge to effectively integrate AI into business operations, from conception to implementation and evaluation.
- Define what AI is, where it's used, and how to judge success with simple, business-friendly metrics.
- Frame real problems with tools like 5 Whys and 4W/4-step canvases; match problems to fit-for-purpose no-code AI tools.

- Grasp data basics: data vs information, qualitative vs quantitative, and the four analytics types (descriptive, diagnostic, predictive, prescriptive).
- Get a plain-English intro to ML and deep learning; explore generative AI (e.g. GANs, VAEs, latent space) with safe, responsible use.
- Practise prompt engineering patterns (zero-, one- and few-shot) to improve AI outputs.
- Build a simple model on a beginner platform (e.g. BigML) and communicate insights with basic data visualisations (e.g. Tableau Public).

Level 200 — Technical domains and AI implementation

Learners comprehend various programming languages and paradigms, interpret Python code, and understand applications of technical domains like Computer Vision (CV), Chatbot, and Internet of Things (IoT) in business contexts. They can assess which domain aligns best with their organisation's objectives.

- Learn Python foundations in Colab/Jupyter (syntax, variables/types, strings, conditionals, lists/sets/dicts, loops, functions).
- Apply AI in computer vision: tasks (classification, detection, segmentation), data annotation/augmentation, ethical and secure handling, quick wins with accessible tools.
- Apply AI in NLP: understand chatbot types and multimodal systems; design flows; build a no-code bot (e.g. Landbot) then a simple Python bot.
- Explore IoT for Industry 4.0: scope problems, pick hardware, size data needs/timelines/costs, and connect to ROI.
- Tie implementation choices back to business requirements, compliance and user impact.

Level 300 — AI-powered venture building

Learners generate innovative AI-powered business ideas systematically, considering industries they're familiar with. They evaluate ideas based on quality, feasibility, viability, and desirability.

- Generate and shortlist AI ideas with a structured ideation process; map them on the Business Model Canvas.
- Define value propositions, risks, success metrics and ROI for a chosen concept.
- Build an MVP using Lean Start-Up (Build–Measure–Learn) and iterate from evidence.
- Compare AI business models and check financial viability and scaling considerations.
- Prepare for funding: understand routes to finance, assemble a concise pitch deck, and present a responsible, business-ready AI proposal.

Assessment Method

- Learners will be assessed through a **portfolio of evidence** which includes:
  - Written reports
  - Presentations
  - Discussions
  - Assignments
  - Case studies
- All assessments are:
  - **Internally assessed** by tutors.

Career Pathways

After completing the course, learners can progress to:

- Picking up new responsibilities within your current role;
  - AI -enabled professional
  - AI Champion
- Entry-level roles such as:
  - Junior Data/ AI Analysts
  - AI Solutions Assistant
  - Prompt Engineer