

# AI Foundations: An Introductory Guide to Applied AI

## Course outline

Provided by: Performance Management Consultants – PMC Training



<b>Reference no.</b>	295-16
<b>Duration</b>	0.50 day(s)   3:00 hours <sup>1</sup>
<b>Website link</b>	<a href="https://pmctraining.com/training/ai-foundations-an-introductory-guide-to-applied-ai/">https://pmctraining.com/training/ai-foundations-an-introductory-guide-to-applied-ai/</a>

### ***Unlock the power of AI—no technical background required.***

Artificial Intelligence (AI) is rapidly transforming every industry, but many professionals are unsure how to get started. This workshop is designed for beginners who want to understand what AI is, how it works, and most importantly how it can be applied in everyday workplace tasks. Whether you're a manager, entrepreneur, or team member, this session will demystify AI and give you practical tools to begin your journey confidently.

## Learning outcomes

### **At the end of this workshop, you will be able to:**

- Define what AI is and distinguish between common terms like ML, NLP, and LLM.
- Identify everyday AI tools and assess their value for business use.
- Explore practical, no-code ways to use AI for productivity and problem-solving.
- Understand ethical considerations and data privacy in using AI.
- Draft a basic AI adoption plan for your organization or role.

## Workshop topics

### **Part 1: Understanding the AI Landscape**

- What is AI? And what is it not?
- Understanding terms: AI, machine learning, large language models (LLMs), and agents
- Real-world examples of AI in business

### **Part 2: Practical AI Applications**

- Everyday tools (ChatGPT, Claude, Canva AI, Excel AI, Notion AI)
- Enhancing productivity: writing, analysis, and communication

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<sup>1</sup> The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

- AI use cases in sales, HR, marketing, operations

### **Part 3: Responsible AI Use**

- Data security, bias, and ethical concerns
- AI myths and realities
- Best practices for integrating AI responsibly

### **Part 4: Getting Started**

- Building an AI-ready mindset and team
- First steps to bring AI into your workflow
- AI literacy resources and tools for continuous learning

### **Prerequisites**

None. This is a foundation level workshop; no technical background is needed.

### **Who should attend this course?**

This workshop is designed for business professionals, team leaders, educators, government employees, and anyone interested in understanding and applying AI without writing code.