

A4Q AI Foundation

OEM: A4Q • Code: AI-F

COURSE DESCRIPTION

The A4Q AI Foundation Level certification equips professionals with the essential knowledge and skills to apply AI responsibly in a business context. It focuses on practical understanding, risk awareness, and international governance. It is designed for anyone involved in AI adoption, evaluation, or oversight. You'll gain foundational expertise in AI technologies, prompting, data lifecycle management, risk mitigation, and regulatory alignment. The syllabus reflects globally recognized standards and policies: GDPR (EU), EU AI Act, and ISO/IEC 42001; NIST AI Risk Management Framework (USA); UK AI White Paper. It introduces globally used AI systems, including ChatGPT, Claude, and Gemini.

AUDIENCE PROFILE

- Business analysts, product managers, and consultants using AI in operations
- Legal, compliance, risk, and procurement teams evaluating AI tools and use cases
- Team leads and project managers introducing AI-based systems
- Technical stakeholders working alongside governance, ethics, or policy functions

PREREQUISITES

- This section doesn't contain any content.

COURSE OBJECTIVES

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

- Understand core AI concepts, including how AI systems work and the full AI data lifecycle and associated risks.
- Apply AI in business through practical use cases while understanding the limitations of AI systems and the need for human-AI collaboration.
- Create and use effective prompts, including structuring, refining, and testing prompts and building reusable prompt libraries.
- Evaluate AI tools and vendors for transparency, explainability, usability, integration, and legal risk.
- Address legal, ethical, and security risks under global frameworks such as GDPR, the EU AI Act, ISO/IEC 42001, and the NIST AI Risk Management Framework.
- Build AI governance foundations, including governance roles and integrating AI governance into organizational structures.

Module 1: Understand Core AI Concepts

- How AI systems work: machine learning, NLP, computer vision
- Statistical vs. symbolic AI; training methods
- The full AI data lifecycle and associated risks

Module 2: Apply AI in Business

- Practical use cases: automation, chatbots, dynamic pricing, marketing
- Limitations of AI systems and human-AI collaboration

Module 3: Create and Use Effective Prompts

- How to structure, refine, and test prompts
- Develop reusable prompt libraries for consistency
- Address bias and ambiguity in prompting

Module 4: Evaluate AI Tools and Vendors

- Assess tools for transparency, explainability, usability, and integration
- Understand vendor risks and legal implications

Module 5: Address Legal, Ethical & Security Risks

- Explore global frameworks: GDPR, EU AI Act, ISO/IEC 42001, NIST RMF, Singapore AI Framework, UK AI White Paper
- Identify threats: model inversion, prompt injection, data poisoning
- Apply ethical principles in design and oversight

Module 6: Build Governance Foundations

- Understand governance roles: Product Owner, Ethics Officer, DPO, Data Steward
- Integrate AI governance into organizational structures
- Align AI with sustainability and change management goals