

## AI Fluency

### Course Goal:

To give learners a clear, practical understanding of Artificial Intelligence — what it is, how it works, and how to use AI tools effectively in real life, work, and decision-making.

By the end of this course, students will confidently understand AI concepts, apply AI tools, and use AI safely and responsibly.

### Target Audience:

This course is designed for:

- Students
- Employees and professionals
- Teachers
- Business owners
- Content creators
- Anyone curious about AI with **zero technical background**

No coding or technical experience required.

### Course Schedule and Format:

- Total duration: 4 weeks: 3 instructional weeks + 1 final project week
- Schedule: 2 sessions per week
- Session Length: 40 minutes per session
- Platform: Zoom (for live sessions)
- Course Management: Google Classroom (for materials, tasks, and announcements)
- Assignment: Tasks and assignments will be given after each class
- Investment: 150\$

PS: Final week is dedicated solely to working on the final project (no live sessions will be held, instead, 1:1 meeting will be arranged with each student)

## **Course Syllabus and Plan**

### **Session 1 – What is AI?**

- What AI really means
  - AI vs Machine Learning vs Deep Learning
  - Real-life applications
  - How AI affects daily life
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### **Session 2 – Inside AI: How It Works**

- How machines learn
  - What is data?
  - What are models?
  - Simple ML examples (beginner-friendly)
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### **Session 3 – AI Tools for Everyday Use**

- ChatGPT
  - Image generators
  - Productivity tools
  - AI for writing, planning, summarizing
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### **Session 4 – AI for Work & Business**

- How AI is used in companies
  - Automating tasks
  - AI for emails, documents, reports
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### **Session 5 – AI for Sales & Marketing**

- AI for content creation

- AI for marketing strategy
  - AI for customer targeting
  - AI for sales optimization
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### **Session 6 – AI for Education, HR & Daily Life**

- AI for teachers
  - AI for HR tasks
  - AI for personal growth & learning
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### **Session 7 – AI Safety & Cyber Awareness**

- Bias in AI
  - Deepfakes
  - Data privacy
  - Safe & responsible AI usage
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### **Session 8 – Future of AI + Graduation Task**

- Where AI is headed
- Careers in AI
- How to keep learning

Final Project:

Build your own AI workflow (your choice: business, education, marketing, personal use).