



Foundations of Artificial Intelligence

A two-day ICA Certified Professional programme for confident, responsible AI adoption

ICA CERTIFIED PROFESSIONAL · ICP-FAI · TWO DAYS

Foundations of Artificial Intelligence introduces the history and evolution of AI, gives participants hands-on experience working with AI, and explores what organisations need to leverage AI thoughtfully and effectively.

Participants earn an ICA credential.



THE COURSE PROMISE

Build shared AI literacy, practical prompting ability, and the organisational perspective to create value while retaining responsible human judgment.

DURATION

Two days · 14 learning hours minimum, with lunch and breaks additional

FORMAT

Live in-person or remote delivery

AUDIENCE

Cross-functional professionals; no technical AI background required

LEARNING EXPERIENCE

A continuous fictional Bank service-and-operations case

1

Understand AI

Explore AI concepts, components, capabilities, limits, and the difference between realistic opportunity and common misconception.

2

Work with AI responsibly

Apply ethics, bias awareness, data privacy thinking, and prompt practice to realistic workplace decisions.

3

Leverage AI in the enterprise

Use agile learning, cross-functional collaboration, business-value thinking, and strategy alignment to shape an initiative.

PILOT COURSE NOTE

This certification is currently in pilot. Learning outcomes may be revised based on pilot learning.



THE EXPERIENCE

Build a foundation for practical AI work

This two-day programme is for people who need to understand AI, work with it directly, and make better choices about how it is used in organisations. It connects AI foundations with hands-on prompting, responsible use, agile ways of working, and the value and strategic questions that shape real initiatives.

What participants explore

What AI is and is not; the components behind AI solutions; evolving capabilities; ethics, bias, privacy, prompt engineering, and enterprise use.

What participants practise

Prompting and revising; evaluating AI use; considering data and ethical issues; working iteratively; and shaping a value-led AI initiative.

A CONTINUOUS FICTIONAL BANK CASE

1

Map the opportunity

A cross-functional Bank team considers AI for internal customer-service and operations work, distinguishes appropriate uses, and surfaces limitations.

2

Work with the system

The team explores prompts, compares outputs, considers bias and data handling, and retains accountable human oversight.

3

Build the way of working

The team frames learning experiments, iterative feedback, and the cross-functional roles needed to work with AI well.

4

Create enterprise value

The team tests a value hypothesis, aligns the initiative with strategy, and considers how the solution will evolve after launch.

A PRACTICAL, ORGANISATIONAL LENS

The course treats AI as more than a tool: it connects technical foundations to people, data, ethics, learning, collaboration, strategy, and ongoing adaptation.

LIVE DELIVERY

The two-day programme can be delivered in person or remotely. The remote design is fully live and exceeds the source requirement for at least 80% synchronous learning.



Learning outcomes

The course is designed around the following ICA learning outcomes.

1

1.1.1. Understanding AI

Explore key concepts, potential applications, and limits of AI in the workplace, including how AI differs from traditional computing.

2

1.1.2. Pieces of the AI Puzzle

Build shared language for machine learning, deep learning, algorithms, and data processing, and distinguish Generative AI from its predecessors.

3

1.1.3. Evolving State of AI

Examine why AI is evolving quickly, current capabilities, ANI and AGI, and common enterprise myths and misconceptions.

4

1.2.1. Ethics in the Context of AI

Define the moral principles and guidelines that support dignity, fairness, harm prevention, transparency, accountability, and responsible use.

5

1.2.2. The Inherent Bias of AI

Recognise bias and distorted history in data, algorithms, and solutions, and use human critical thinking to validate and trust results.

6

1.2.3. Data Compliance and Privacy

Consider privacy, consent, security, accountability, data minimisation, and anonymisation when implementing AI solutions.



PROMPTING AND AGILE WAYS OF WORKING

Learning outcomes

These outcomes develop hands-on prompting ability and the learning, collaboration, and experimentation habits that help organisations work with AI.

7

1.3.1. Introduction to Prompt Engineering

Understand the basics of prompt engineering and the qualities that help a prompt produce a useful, specific response.

8

1.3.2. Effective prompts

Use context, goals, revision techniques, and output comparison to work toward more accurate, reliable, and unbiased results.

9

1.3.3. All Prompts are Not Created Equal

Recognise that AI solutions have differing syntax and analysis methods, so the same prompt can create different results.

10

2.1.1. Agile Mindset and AI

Apply learning, experimentation, reflection, and continuous improvement when working with AI solutions.

11

2.1.2. Agile Behaviors and AI

Apply iterative development, continuous feedback, collaboration, trial and error, testing, and updating to AI solutions.

12

2.1.3. Cross-Functional Teams and AI

Identify the mix of prompting, data, engineering, ethics, and domain skills and the responsibilities a cross-functional AI team needs.



BUSINESS VALUE, STRATEGY, AND REAL-WORLD INITIATIVES

Learning outcomes

The final outcomes connect AI foundations and practical work to the enterprise choices that determine whether an initiative can create sustained value.

13

2.2.1. Business Value of AI

Understand how AI can enhance decision making, operations, customer engagement, and the skills and creativity of people.

14

2.2.2. Align AI With Strategy

Connect AI initiatives to strategic objectives while considering organisational change, scale, sustainability, measurable value, infrastructure, culture, and governance.

15

2.2.3. AI Initiatives in the Real World

Explore how AI initiatives and solution types evolve after launch and how they can affect organisations and business outcomes.

TWO DAYS, ONE CONNECTED JOURNEY

Day 1 builds AI foundations and responsible-use awareness. Day 2 develops prompting, agile ways of working, cross-functional collaboration, business value, and strategy-led initiative thinking.

MINIMUM LEARNING TIME

The programme provides 14 learning hours across two days. Lunch and delivery-mode breaks are scheduled in addition to learning time.



AI FOUNDATIONS, ETHICS, BIAS, AND DATA

Day 1 learning journey

DAY 1 · 7 LEARNING HOURS

Begin with a shared view of AI concepts, components, and evolving capabilities. Then apply ethics, bias, privacy, and data considerations to the continuous fictional Bank case.

1**AI foundations · 150 minutes**

Explore what AI is and is not, the pieces that make up AI solutions, Generative AI and its predecessors, evolving capability, ANI and AGI, myths, and misconceptions. Apply the learning by sorting Bank work examples into realistic opportunities, traditional-computing uses, and unsuitable uses.

2**Responsible use, bias, and privacy · 150 minutes**

Use a Bank employee-facing and operations-support context to consider dignity, fairness, harm, transparency, accountability, data bias, consent, security, data minimisation, and anonymisation.

3**Bank case lab and day-one debrief · 120 minutes**

Review responsible-use questions, identify where human oversight and validation remain essential, and carry a clear set of opportunities, limits, and questions into Day 2 prompt work.

DAY 1 TAKEAWAY

A grounded, shared view of AI and its limits, plus the ethical, bias, data, privacy, and human-oversight thinking needed before an organisation acts.



Day 2 learning journey

DAY 2 · 7 LEARNING HOURS

Put AI to work with prompt practice, learning experiments, agile behaviours, cross-functional collaboration, business-value thinking, strategy alignment, and post-launch adaptation.

4

Prompt practice · 135 minutes

Draft, improve, revise, and compare prompts for the fictional Bank task. Explore how context and goals change results, and why different AI solutions can require different syntax and prompting strategies.

5

Agile advantage · 150 minutes

Frame the Bank idea as a learning experiment. Plan iterative feedback and updates, then identify the prompt, data, engineering, ethics, and domain contributions a cross-functional team needs.

6

Value, strategy, and initiative lab · 135 minutes

Create a value hypothesis that supports human work, test the initiative against a strategic priority, consider delivery conditions, and decide how the solution should evolve after launch.

DAY 2 TAKEAWAY

A practical way to turn AI literacy into a learning-led, cross-functional, strategy-aligned initiative that can create and sustain value.



THE LEARNING APPROACH

Learn by working through the whole system

The programme connects explanation, discussion, hands-on prompting, scenario analysis, and facilitated reflection. Participants develop a shared language for AI and then use it to examine opportunity, limitations, responsible use, team roles, and enterprise choices in one continuous fictional Bank context.

1 • BUILD A SHARED LANGUAGE

Understand concepts, components, capabilities, limitations, and the reality behind common AI claims.

2 • PRACTISE WITH AI

Apply prompt techniques, compare results, revise work, and evaluate what supports a useful response.

3 • RETAIN RESPONSIBILITY

Surface ethics, bias, privacy, data, transparency, accountability, and human oversight questions.

4 • SHAPE THE INITIATIVE

Use agile learning, cross-functional collaboration, value hypotheses, strategy alignment, and adaptation thinking.

TWO-DAY DELIVERY DESIGN

Fourteen learning hours minimum across two days. Recommended in-person and remote breaks, plus lunch, sit outside learning time. Remote delivery is designed as fully live, synchronous learning.

PARTICIPANT EXPERIENCE

No technical background is assumed. Participants work with accessible concepts and workplace scenarios, building confidence to contribute constructively to AI conversations and initiatives.



WHAT THE PROGRAMME ENABLES

From AI foundations to enterprise action

Foundations of Artificial Intelligence provides a practical starting point for teams that need more than AI awareness. It connects hands-on experience with the ethics, data, collaboration, and value questions that shape responsible organisational use.

1 • AI LITERACY

A shared, realistic understanding of AI concepts, components, applications, limits, evolving capabilities, and common misconceptions.

2 • RESPONSIBLE PRACTICE

A practical lens for ethics, bias, privacy, data, transparency, accountability, and retained human oversight.

3 • PROMPTING AND LEARNING

Hands-on experience drafting, revising, and comparing prompts, supported by agile experimentation and feedback.

4 • ENTERPRISE INITIATIVE THINKING

A way to consider roles, business value, strategy alignment, delivery conditions, and how an AI initiative can evolve.

PILOT CERTIFICATION NOTE

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TAILORED FOR YOUR ORGANISATION

Bring the programme into your organisation with a fictional Bank-style scenario tailored to the work, decisions, and responsible-adoption questions your people face.

PRACTICAL TAKEAWAY

A confident foundation for understanding AI, working with it directly, and contributing to responsible, learning-led, value-focused organisational initiatives.