AI Essentials Course

Discover core artificial intelligence concepts and tools in this concise foundational course, including generative AI, multi-modal systems, data analysis, and prompt engineering.

Group classes in Live Online and onsite training is available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/ai-essentials

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Course Outline

Module 1: What is AI & Introduction to Generative AI (GenAI)
- Survey AI history and the shift to modern GenAI.
- See common GenAI tasks (text, images) in action.
- Discuss where GenAI fits into daily work.

Module 2: Survey of Public and Open Source Models/Tools
- Overview of popular hosted and open-source model options.
- Explore beginner-friendly environments for experimentation.
- Understand trade-offs between convenience and control.

Module 3: Multi-Modal Models & Prompt Engineering
- Introduce models that handle text and images together.
- Practice core prompting techniques for better outputs.
- Structure prompts to control tone, length, and format.

Module 4: Survey of Specialty/Niche Tools
- Tour tools for image/media generation and data tasks.
- Match tools to simple, high-value use cases.
- Create a shortlist to pilot in your workflow.

Module 5: Data Analysis & Visualization with AI
- Use AI to assist common analysis and charting tasks.
- Translate messy inputs into structured, visual outputs.
- Discuss limits, verification, and review practices.