Artificial Intelligence Essentials (AIE) Training

Duration: **2 Day**

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Overview

Developed by **EC-Council**, the **Artificial Intelligence Essentials (AIE)** certification is a foundational AI literacy program designed for professionals and learners seeking to understand the fundamentals of artificial intelligence.
This course introduces participants to the **core principles, key technologies, and ethical aspects** of AI in a clear and practical way.
No coding or technical background is required — this program is ideal for individuals from all industries who want to become *AI-fluent*.

After completing the course and passing the online exam, participants earn the **EC-Council Artificial Intelligence Essentials (AIE)** certification.
This globally recognized credential validates your foundational understanding of AI and positions you as an **AI-Literate Professional**.

Bilginç IT Academy is an **Official Accredited Training Partner of EC-Council**, delivering EC-Council-authorized cybersecurity trainings and certification programs globally.

Who Should Attend

- Business professionals seeking AI awareness
- Managers and decision-makers exploring AI adoption
- Students and graduates entering the digital economy
- IT professionals aiming to expand into AI fundamentals
- Anyone interested in understanding and leveraging AI

What You Will Learn

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

- Understand what Artificial Intelligence is and how it works
- Recognize the key disciplines under AI, including **Machine Learning (ML)** and **Deep Learning (DL)**
- Identify real-world applications of AI across various industries
- Discuss the **ethical and security challenges** of AI
- Explore future career paths in AI and digital transformation

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Outline

1. Introduction to Artificial Intelligence

- The evolution of AI: from theory to everyday use
- The difference between traditional programming and AI systems
- AI types: Narrow, General, and Superintelligence
- Real-life AI applications

2. Machine Learning Fundamentals

- The concept of data-driven learning
- Supervised, unsupervised, and reinforcement learning
- Model training, validation, and testing
- Common ML use cases: prediction, classification, recommendation

3. Deep Learning and Neural Networks

- Understanding the structure of neural networks
- How deep learning powers image and speech recognition
- Real-world examples: self-driving cars, voice assistants, facial recognition

4. Natural Language Processing (NLP)

- Basics of language modeling and text analysis
- The logic behind ChatGPT, Copilot, and Gemini models
- Applications of NLP in marketing, automation, and communication

5. AI Ethics and Security

- Bias in AI systems and responsible AI design
- Ethical decision-making and data transparency
- Privacy, data protection, and compliance considerations

6. AI in the Real World

- AI in healthcare, finance, education, and manufacturing
- Automation and digital transformation in business processes

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- How governments and organizations use AI responsibly

7. Career Paths in AI

- Job roles: Data Analyst, Machine Learning Engineer, AI Ethics Officer
- The global value of an EC-Council certification
- Key trends and skills for the AI-powered future