

Non-Technical Track - **AI Foundation Associate** (Associate Level)

**Non-Technical Track Focuses On
Leadership, Application, Ethics, and
Organizational AI Readiness**

4 days / Physical, Hybrid, Online



**Empowering individuals with the AI
fundamentals needed for the future of work**

The AI Foundation Associate program is a non-technical, foundational program intended to equip participants with fundamental knowledge and practical understanding of Artificial Intelligence.

This program provides a clear and accessible overview of key AI concepts, real-world applications, ethical considerations, and the impact of AI on the future of work.

Through guided activities and hands-on exposure, participants learn how to use AI to enhance productivity, improve decision-making, and streamline everyday tasks.



Key Learning Outcomes

Upon completion of the course participants will be able to

- Develop a foundational understanding of Artificial Intelligence, Machine Learning, Generative AI, and their roles in today's digital economy—explained in simple, non-technical terms.
- Learn to use everyday AI tools such as ChatGPT, Google Gemini, and Microsoft Copilot to automate tasks, generate content, improve communication, and enhance workplace efficiency.
- Gain the ability to analyse information, summarise insights, and support decision-making using AI-powered reasoning and analytical features.
- Produce high-quality written, visual, and presentation content, and design simple



Duration:
4 days



Level:
Associate



Delivery Mode:
Physical / Online / Hybrid - Instructor Led

Who Should Join:

- Students / Working professionals from any field who want to understand AI and apply it to daily tasks.
- Non-technical staff in HR, marketing, finance, operations, customer service, and administration seeking to improve productivity using AI tools.

Course Modules Covered

M1 Introduction to Artificial Intelligence

M3 Practical Prompt Engineering for Non-Tech

M5 AI for Creativity & Communication

M2 Getting Started with Everyday AI Tools

M4 AI for Workplace Efficiency & Decision

M6 Responsible, Safe & Ethical AI Use

Our Training Methodology

Practical Assignments

We provide hands-on assignments that requires practical implementation.

Virtual Coaching Sessions

Online coaching sessions that happen over the phone, via video.

Access to LMS

Get access to learning resources

Live Project Experience

Hands-on learning and training gives participants the opportunity to experience the real world.

Online Assessments

Participants can assess reflect on their own learning and their level/skills.

Industry Case

Stay current on market research trends, learn best practices through our industry case studies

Key Takeaways



Professional Skills



Practical Assessment



Expert Delivery & Labs



Compliance and Standards



Understanding Principles



Projects & Capstones



Get in Touch With Us Today!

This program is ideal for individuals who wish to begin their journey in the field of Artificial Intelligence and technical AI development.

Transforming Lives | Enriching Communities | Empowering The Future



INTELLI EDUCATION GROUP SDN. BHD
Level 13, Menara Liberty, 1008 Jalan Sultan Ismail,
50250 Kuala Lumpur, Malaysia
☎ +60 3 2602 2778/0778
📞 +6 019 759 1180
✉ engage@iegcampus.com

IEG CAMPUS (INDONESIA)
Menara Cakrawala (Skyline Building),
16th Floor North Wing unit 01-02,
JLM.H Thamrin No. 9 2, RT.02 RW. 01, Kebon Sirih,
Menteng, Kota Jakarta Pusat, DKI Jakarta 10340.
☎ +62 021-2359-9257

