GTC Transforming Emerging Economies

GTC International Consulting Limited
Riverbank House
1 Putney Bridge Approach
Fulham, London, SW6 3BQ
T: +44(0)2037055710
E:enquiries@thegtcgroup.com
W: www.thegtcgroup.com

AI & Machine Learning Foundations

COURSE OVERVIEW

This foundational course breaks down the core concepts of Artificial Intelligence (AI) and Machine Learning (ML), providing a clear, business-focused understanding of the technologies that are transforming industries. The course content bridges the gap between theory and practice, equipping you with the knowledge to identify AI opportunities, understand the capabilities and limitations of ML, and communicate effectively with technical teams, all without requiring deep programming or mathematical expertise. Participants will explore the different types of machine learning (supervised, unsupervised, reinforcement), delve into fundamental algorithms, and learn how these models are trained, evaluated, and deployed to solve real-world problems.

WHO SHOULD ATTEND?

This course is designed for business professionals, managers, project leads, entrepreneurs, and anyone from a non-technical background who needs to understand AI and ML concepts to make strategic decisions, manage AI projects, or leverage these technologies in their domain, as well as technical beginners seeking a conceptual foundation before diving into coding.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Define key AI and ML terminology and concepts with confidence.
- Distinguish between different types of machine learning and their business applications.
- Describe the steps of a standard ML project lifecycle, from data collection to model deployment.
- Evaluate the ethical considerations and potential biases in AI systems.
- Identify opportunities within your organization where AI/ML can add value.
- Collaborate effectively with data scientists and technical teams on AI initiatives.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The fundamental differences between AI, Machine Learning, Deep Learning, and Generative AI.
- How supervised learning algorithms like regression and classification are used for prediction and categorization.
- The purpose and applications of unsupervised learning techniques like clustering and dimensionality reduction.
- The critical importance of data quality and the steps involved in preparing data for machine learning.
- How to interpret key model evaluation metrics to assess performance and accuracy.
- The ethical implications, biases, and responsible practices essential for building trustworthy AI.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.
1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded