



AI Fundamentals

The foundation course for every AI professional: understand AI, generative AI and prompting.

Certificate Course | A07

Duration: 24 Hours

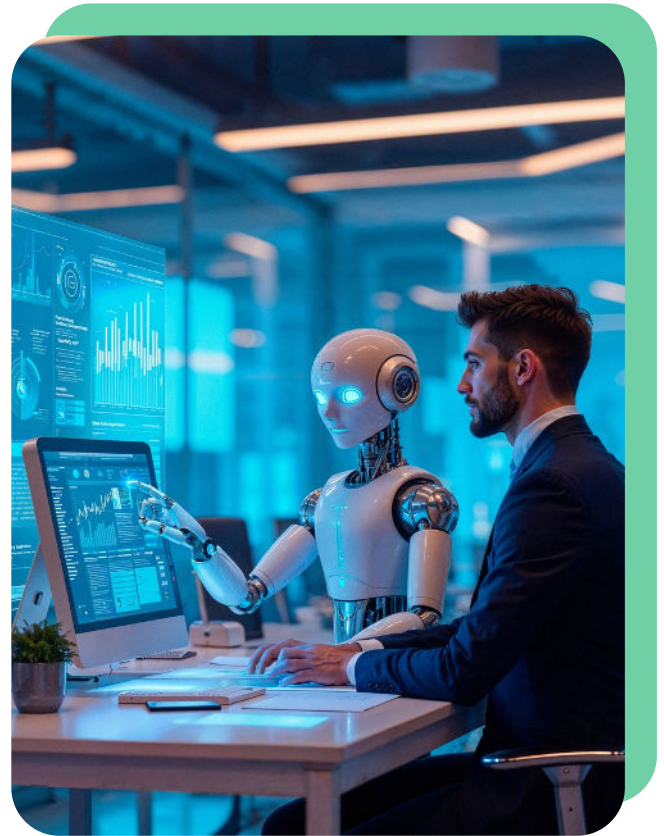
Level: Beginner



AMSTERDAM
DATA ACADEMY

WHAT YOU'LL LEARN

- Understand what AI is and how the main model types work
- See how AI is applied across industries and which tools are relevant for you
- Understand how large language models work, including their limits
- Write your first effective prompts
- Judge when AI output is trustworthy
- Write a practical, well-founded AI project proposal



COURSE CONTENT

Module 1: Foundations of AI & the AI Landscape

- Key AI terminology and supervised versus unsupervised learning
- The top 5 AI models: GPT, BERT, CNN, RNN, Random Forest
- AI across industries: search, recommendations, fraud detection

Module 2: Generative AI, LLMs & Prompting Essentials

- How large language models work at a conceptual level
- Capabilities and limits: hallucination, knowledge cutoff, bias
- Prompting fundamentals: instruction, context and examples
- Practical use cases: writing, summarising, coding help, analysis

Module 3: Final Assignment, Designing Practical AI Project Proposals

- Identify an AI opportunity, design an AI-assisted solution and present a proposal including AI-specific risks



AFTER THIS COURSE

You'll understand what AI can and cannot do, work with generative AI confidently, and be ready to start the Applied AI or AI Engineering bootcamp.

OFFICIAL CERTIFICATE

This course leads to an official ADA certificate at NLQF Level 6, comparable to bachelor level in the nationally recognised qualification framework. Your certificate proves a verified, professional level of knowledge and skills, valued by employers across the Netherlands.

Ready for your next step?

Book a free study-advice call

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