

Introduction to AI & Machine Learning Concepts

Understand what AI actually is — not the hype. Neural networks, training, inference, and real-world applications demystified.

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Program Overview

PRICE
\$3,000

DURATION
4 weeks

FORMAT
Hybrid

LEVEL
Beginner

Understand what AI actually is — not the hype. Neural networks, training, inference, and real-world applications demystified. This foundations track is structured for adult learners who need practical, career-relevant depth without academic abstraction. Delivered as a hybrid experience, the course combines guided milestones, implementation reviews, and applied exercises aligned with modern AI, engineering, and technical leadership work.

Outcomes

- Explain the core concepts behind machine learning and AI systems.
- Understand the difference between training, inference, and evaluation.
- Recognize where AI creates value and where it introduces risk.
- Discuss modern AI systems using accurate technical language.

Includes

- 4 hybrid weeks with live concept labs and guided discussion.
 - Visual explainers for neural networks, data pipelines, and model evaluation.
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- Industry case studies across automation, analytics, and generative AI.

- Decision framework for identifying good AI use cases.

Syllabus

WEEK 1

AI Landscape and Terminology

Separate buzzwords from fundamentals and map the modern AI ecosystem.

Topics: AI vs ML, Supervised and unsupervised learning, Model lifecycle

WEEK 2

Data, Training, and Inference

Understand how models learn from data and produce outputs in production.

Topics: Datasets, Training loops, Inference basics

WEEK 3

Neural Networks and Evaluation

Explore how neural models work and how quality is measured.

Topics: Layers and weights, Loss and accuracy, Bias and variance

WEEK 4

Applications, Limits, and Ethics

Assess where AI is practical, where it fails, and how to evaluate it responsibly.

Topics: Use case analysis, Risk and governance, Deployment realities

Instructor

Zara Wilson

Zara teaches machine learning foundations to technical and non-technical audiences and specializes in clarity over hype.

This Blootou Intelligence syllabus is an admissions overview for planning and evaluation. Final cohort dates, live session timing, assessments, and platform access details are shared in the welcome packet after enrollment.

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