



Principles & Fundamentals of Mastering AI / MI

30 November – 4 December 2026
Amsterdam (Netherlands)



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Introduction to Principles and Fundamentals of Mastering AI / MI:

Artificial Intelligence AI and Machine Intelligence MI have become fundamental forces reshaping modern industries. This Principles and Fundamentals of Mastering AI / MI training course provides a deep, foundational understanding of AI and MI principles, empowering professionals to make strategic decisions in data-driven environments.

Participants will explore both theoretical concepts and practical applications, ensuring a balanced perspective for real-world use. The Principles and Fundamentals of Mastering AI / MI course aims to demystify AI technologies while equipping learners with the technical literacy necessary for machine learning, data processing, and the responsible use of AI.

This Principles and Fundamentals of Mastering AI/MI program emphasizes mastering the frameworks, models, and tools that drive innovation and mastery in AI and machine intelligence. Whether you're preparing to implement AI solutions or managing technical teams, this program lays the groundwork for informed decision-making and informed decision-making. Learners will confidently lead, manage, and evaluate AI/MI initiatives.

Targeted Groups:

The Principles and Fundamentals of Mastering AI / MI training targets professionals seeking specialized knowledge and skills:

- IT managers who need to understand AI capabilities.
- Data analysts aiming to expand into machine learning.
- Engineers transitioning into AI-powered technologies.
- Executives responsible for digital transformation.
- Innovation officers guiding AI implementation.
- Technical consultants developing smart solutions.
- Academics and researchers interested in AI trends.
- Project managers handling AI/MI-based initiatives.
- Business analysts aligning AI strategy with outcomes.
- Decision-makers evaluating AI investments.

Course Objectives:

Participants will achieve the following objectives by completing the Principles and Fundamentals of Mastering AI / MI course:

- Understand foundational concepts in AI and MI.
- Differentiate between narrow AI, general AI, and MI.
- Identify real-world applications of AI technologies.
- Apply core algorithms in supervised and unsupervised learning.
- Analyze structured and unstructured data inputs.
- Examine model evaluation metrics and techniques.
- Design basic AI-driven solutions for business problems.
- Assess the risks and ethical considerations associated with AI implementation.
- Integrate AI strategy into business processes.
- Develop frameworks for scaling AI/MI projects.
- Interpret machine learning results for decision-making.
- Evaluate data quality and its impact on model outcomes.
- Construct intelligent workflows using automation tools.
- Monitor and improve the performance of AI systems.
- Communicate AI/MI insights to non-technical audiences.
- Promote responsible and inclusive AI use.
- Plan AI development aligned with organizational goals.
- Support collaborative environments for AI innovation.

Targeted Competencies:

Participants will gain the following competencies during the Principles and Fundamentals of Mastering AI / MI program:

- Mastery of AI and machine learning fundamentals.
- Problem-solving using intelligent technologies.
- Analytical thinking through data-driven insights.
- Strategic planning with AI integration.
- Technical fluency in AI terminology and tools.
- Ethical reasoning in AI development.
- Communication of AI concepts to diverse teams.
- Project oversight in AI/MI implementation.
- Continuous evaluation of AI systems.
- Practical adaptation to evolving AI trends.

Course Content:

Unit 1: Foundations of Artificial and Machine Intelligence:

- Define core AI and MI terminologies and distinctions.
- Trace the historical evolution of AI and MI.
- Understand the three primary AI categories: reactive, limited memory, and self-aware.
- Explore the difference between rule-based and learning-based systems.
- Identify primary branches: machine learning, neural networks, NLP, robotics.
- Understand the role of data in powering intelligent systems.
- Compare AI vs. traditional programming logic.
- Discuss the relevance of MI in decision-making.
- Explore how AI aligns with digital transformation goals.

Unit 2: Machine Learning Models and Algorithms:

- Overview of supervised, unsupervised, and reinforcement learning.
- Explore decision trees, SVMs, regression, clustering, and neural networks.
- Understand model selection and performance metrics accuracy, precision, recall.
- Train, validate, and test data pipelines.
- Learn hyperparameter tuning and model optimization.
- Introduce deep learning, CNNs, and RNNs.
- Use case applications in finance, healthcare, and logistics.
- Evaluate model explainability and transparency.
- Understand overfitting vs. underfitting and mitigation strategies.

Unit 3: AI Tools, Platforms, and Development Lifecycle:

- Overview of AI development platforms TensorFlow, PyTorch, Scikit-learn.
- Explore no-code and low-code AI tools.
- Understand the AI project lifecycle from data collection to deployment.
- Define roles in an AI team: data scientist, engineer, analyst.
- Set up data pipelines for training and testing.
- Introduce MLOps practices for model operations.
- Deploy AI solutions using cloud-based platforms.
- Monitor AI performance in production environments.
- Incorporate feedback loops into AI systems.

Unit 4: Ethical, Legal, and Strategic Considerations:

- Examine the ethical implications of AI, including bias, fairness, and privacy.
- Explore responsible AI frameworks and global guidelines.
- Understand legal aspects of data protection and algorithm accountability.
- Assess the social and economic impacts of AI adoption.
- Discuss AI in the workplace and job transformation.
- Analyze transparency and explainability in decision systems.
- Discover governance models for ethical oversight of AI.
- Apply risk management to AI and automation.
- Formulate strategies for sustainable AI deployment.

Unit 5: Practical AI Integration and Business Applications:

- Map AI use cases to organizational functions.
- Align AI/MI solutions with key performance indicators.
- Build intelligent automation workflows for operations.
- Identify opportunities for predictive analytics.
- Integrate AI into CRM, ERP, and marketing tools.
- Enhance decision-making using real-time AI insights.
- Develop AI strategy roadmaps for departments.
- Conduct an ROI analysis of AI adoption.
- Foster cross-functional collaboration in AI initiatives.

Final Insights & Key Takeaways:

AI and MI are reshaping industries, and understanding their foundations is critical to staying competitive. This course provides not only theoretical knowledge but also practical frameworks for real-world implementation. Participants will emerge equipped to make strategic decisions and confidently guide AI/MI initiatives. The knowledge gained here will serve as a springboard for more advanced specialization in AI.