



AI Fundamentals with IBM SkillsBuild for Digital Skills and Career Readiness

21 – 25 June 2027
Madrid (Spain)



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Introduction

Artificial intelligence is transforming industries, redefining workforce expectations, and creating new opportunities for professionals seeking digital career advancement. This AI Fundamentals with IBM SkillsBuild for Digital Skills and Career Readiness course provides a foundation in AI concepts, practical digital skills, and career readiness strategies aligned with modern workplace demands. Participants explore the principles of machine learning, data analysis, automation systems, and responsible AI applications through structured theoretical learning. The program highlights how AI technologies support business innovation, productivity enhancement, and smart decision-making across multiple sectors. It improves workplace adaptability, digital transformation trends, and the growing importance of AI literacy in professional environments. Participants strengthen their understanding of AI fundamentals while building career-focused competencies required for success in the digital economy.

Targeted Groups

This AI Fundamentals with IBM SkillsBuild for Digital Skills and Career Readiness training targets professionals seeking knowledge and skills:

- Professionals seeking AI career readiness skills.
- Graduates entering the digital workforce.
- Employees adapting to AI-driven workplaces.
- HR professionals exploring AI technologies.
- Team leaders supporting digital transformation.
- Business professionals are improving productivity with AI.
- Trainers and educators introducing AI concepts.
- Administrative staff using smart digital tools.
- Marketing professionals applying AI solutions.
- Entrepreneurs developing innovation strategies.
- Individuals preparing for future digital careers.
- Professionals interested in AI certification pathways.

Course Objectives

Participants will achieve the following objectives by completing the AI Fundamentals with IBM SkillsBuild for Digital Skills and Career Readiness course:

- Understand the core principles of artificial intelligence.
- Identify major AI technologies and applications.
- Explain machine learning and automation concepts.
- Recognize the impact of AI on industries.
- Analyze digital transformation and workplace innovation.
- Apply AI concepts to business environments.
- Understand ethical and responsible AI practices.
- Develop awareness of AI career opportunities.
- Explore data-driven decision-making techniques.
- Improve digital communication and collaboration skills.
- Evaluate AI tools used in modern organizations.
- Strengthen problem-solving using AI methodologies.
- Understand cybersecurity and data privacy fundamentals.
- Build confidence in digital workplace readiness.
- Interpret AI trends influencing future careers.
- Support innovation through intelligent technologies.
- Enhance adaptability to changing digital environments.
- Improve strategic thinking using AI insights.

Targeted Competencies

Participants will gain the following competencies during the AI Fundamentals with IBM SkillsBuild for Digital Skills and Career Readiness program:

- AI literacy and digital awareness.
- Understanding of machine learning fundamentals.
- Digital collaboration and communication skills.
- Data interpretation and analytical thinking.
- AI-supported problem-solving abilities.
- Knowledge of automation technologies.
- Awareness of ethical AI standards.
- Business innovation and transformation understanding.
- Strategic decision-making capabilities.
- Adaptability to emerging technologies.
- Workplace productivity enhancement skills.
- Cybersecurity and digital responsibility awareness.
- Professional digital readiness competencies.
- Critical thinking in AI-driven environments.
- Understanding of AI career development pathways.

Studying Scenarios

In this AI Fundamentals with IBM SkillsBuild for Digital Skills and Career Readiness training, participants develop skills through the following scenarios:

- Evaluating AI applications in workplace operations.
- Identifying automation opportunities in business processes.
- Analyzing digital transformation case studies.
- Applying AI concepts to customer service improvement.
- Exploring ethical challenges in AI implementation.
- Reviewing AI-driven decision-making situations.
- Understanding smart technology integration examples.
- Assessing workforce readiness for AI adoption.
- Examining practical AI use cases across industries.

Course Content

Unit 1: Introduction to Artificial Intelligence and Digital Transformation

- Definition and evolution of artificial intelligence.
- History of AI development and innovation.
- Understanding AI fundamentals for beginners.
- Core concepts of machine learning systems.
- Introduction to deep learning technologies.
- Types of artificial intelligence applications.
- Narrow AI and general AI comparison.
- AI adoption across global industries.
- Digital transformation and future workforce trends.

Unit 2: AI Technologies and Smart Digital Tools

- Overview of AI-powered business solutions.
- Smart automation and workflow optimization.
- Natural language processing fundamentals.
- Computer vision and image recognition concepts.
- Speech recognition and virtual assistants.
- Data analytics and predictive technologies.
- AI tools for productivity enhancement.
- Intelligent systems in modern workplaces.
- Cloud computing and AI integration basics.

Unit 3: Data, Analytics, and AI Decision-Making

- Importance of data in artificial intelligence.
- Structured and unstructured data concepts.
- Fundamentals of data-driven decision-making.
- Data collection and organization methods.
- Introduction to AI data processing.
- Understanding algorithms and pattern recognition.
- Data visualization and reporting principles.
- Business intelligence and AI insights.
- Predictive analysis for strategic planning.

Unit 4: Ethical AI, Cybersecurity, and Responsible Innovation

- Principles of ethical artificial intelligence.
- Responsible AI development practices.
- Bias and fairness in AI systems.
- Privacy protection and data governance.
- Cybersecurity fundamentals in digital environments.
- Risks associated with AI technologies.
- AI regulations and compliance awareness.
- Transparency and accountability in AI use.
- Building trust in intelligent systems.

Unit 5: Career Readiness and Future AI Opportunities

- AI skills for future careers.
- Digital workplace readiness strategies.
- Professional growth in AI-driven industries.
- AI certifications and career pathways.
- Communication skills for digital professionals.
- Collaboration in technology-focused teams.
- Innovation and creative problem-solving techniques.
- AI trends shaping future employment.
- Lifelong learning and digital adaptability.

Final Insights & Key Takeaways

This course builds a strong foundation in artificial intelligence, digital transformation, and workplace readiness for professionals navigating modern industries. Participants complete the program with enhanced AI literacy, strategic digital competencies, and greater confidence in adapting to future career opportunities shaped by intelligent technologies.