Training path for Artificial Intelligence

Deliverable 3.1

Deliverable no. 5

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Introduction

EULEP is the European Learning Experience Platform. It brings together 20 organisations from 8 countries under the leadership of Eurochambres.

The partners work together with the following objectives:

- Make C-VET (continuous vocational education and training) more attractive for lifelong learning;
- Offer businesses new and tailor-made training modules that correspond to their skills needs in innovation oriented subjects (artificial intelligence (AI), virtual reality (VR) and social innovation (SI));
- Upskill and reskill people with labour market relevant skills and competences in AI, VR and SI;
- Develop innovative learner-centred teaching and learning methodologies for the continuing professional development of VET trainers;
- Establish or reinforce knowledge triangles at regional and national level thanks to the triangulation business - VET provider - European Digital Innovation Hub (EDIH);
- Embed VET in regional economic development strategies and reinforce its governance, putting it on a sustainable path.

For the development of its training modules in AI, VR, and SI, EULEP pursues a learning outcomes-based approach. The EULEP project partners have conducted a labour market and learning needs analysis to lay the basis for the development of the learning paths in the three chosen subjects. The outcomes of the analysis are presented in the reports: Workforce needs for up and reskilling in artificial intelligence, virtual reality and social innovation and Recommendations for the development of transnational training modules.

As a result of the analysis, the EULEP project proposes three learning paths:

1. Artificial Intelligence for business users
2. Virtual Reality for business users
3. Social Innovation for business users

The present report focuses on the learning path for Artificial Intelligence for business users.

The report is structured as follows:

- first, the learning path with its modules, units and associated learning outcomes is presented,
- second, there is an overview about possible training materials, which can be used for conveying the learning content that is going to be developed,
- third, possible evaluation and assessment methods are proposed.

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Avenue des Arts 19 A/D
1000 Brussels, Belgium
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The learning path: Artificial Intelligence for business users

The learning path **"Artificial Intelligence for business users"** consists of four modules and 11 units.

Module 1, **"Getting into the world of AI Technologies"**, contains 3 units and is to offer the learner an insight and introduction into the possible applications of AI technologies in their business and how to use them for their specific business context.

Module 2, **"Exploring the application of AI for business processes"**, counts with 3 units and is to offer the learner practical tools and tips to evaluate potential benefits and risks linked to the introduction of AI, ethical questions linked to the usage of the technology and how to implement it in the learner's specific business context.

Module 3, **"Monitoring and Evaluation of AI Technologies"**, has 1 unit and is to allow the learner to apply techniques for testing the efficiency, effectiveness and impact of the implementation of AI in their business context.

Module 4, **"Managing Change when adopting AI"**, contains 4 units and deals with the effects of the introduction of AI on the business' workforce. It aims to enable the learner to successfully navigate the transition process.

Module 1: Getting into the world of AI Technologies		
Unit	**Course description**	**Associated learning outcomes**
1.1	Presentation of the latest AI technologies and their potential applications in business operations, including AI capabilities and limitations	Demonstrate an understanding of the latest AI technologies and their potential applications in business operations, including their capabilities and limitations.
1.2	The usage of AI technologies to improve business processes: • Customer relations • Human resources • Digital marketing • E-commerce processes	Demonstrate knowledge of how to use AI technologies to improve customer relations, human resources, digital marketing, and e-commerce processes.
1.3	How to keep up-to-date with the latest advancements in AI technologies and their potential application in the company	• Keep up-to-date with the latest advancements in AI technologies, and incorporate them into the company's operations as appropriate. • Demonstrate how to adapt and scale AI solutions to fit the unique needs and resources of each learner's professional context.

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	Module 2:	
	Exploring the application of AI for business processes	
Unit	Course description	Associated learning outcomes
2.1	SWOT Analysis (and other tools) on the application of AI in the company processes and operations	• Analyse business processes and operations and to identify opportunities for implementing AI technologies. • Evaluate the potential benefits and risks of implementing AI solutions. • Adapt to the changing business environment and incorporate new technologies and practices as needed to remain competitive.
2.2	Ethical questions linked to the usage of AI: regulations, data privacy, security, and bias. Insight into the legal background and best practices.	Explore ethical considerations and best practices related to the use of AI in business settings, including regulations, data privacy, security, and bias.
2.3	Development of an AI implementation plan and implementation roadmaps	Develop an implementation plan for AI technologies in business processes and apply this plan to improve efficiency, reduce costs, and increase revenue, including identifying relevant use cases and creating implementation roadmaps.

	Module 3:	
	Monitoring and Evaluation of AI Technologies	
Unit	Course description	Associated learning outcomes
3.1	Development of an AI monitoring and evaluation framework: • Defining criteria (including KPIs) • Setting metrics • Impact analysis • Usability testing • User feedback collection	• Develop criteria and metrics to assess the effectiveness and efficiency of AI technologies in their company/sector. • Design a plan for collecting and analysing data on key performance indicators (KPIs) to evaluate the impact of AI implementation on productivity, quality, and safety. • Conduct usability testing and user feedback collection to identify areas for improvement and refinement in AI applications.

	Module 4:	
	Managing Change when adopting AI	
Unit	Course description	Associated learning outcomes
4.1	Team leadership and teamwork in a changing environment – adapting to the introduction of new technologies	• Collaborate effectively with peers and communicate the benefits of AI technologies to employees and stakeholders, including both technical and non-technical audiences. • Manage and/or lead a team of individuals who are responsible for implementing and maintaining AI solutions.

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4.2	Communication – the role of communication and how to communicate to different target groups	Communicate the benefits of AI technologies to employees and stakeholders, including both technical and non-technical audiences.
4.3	Workplace needs related skills assessments	Assessing workplace needs and skills assessments in the use of AI solutions.
4.4	Development of a training plan and roadmap for reskilling, upskilling or hiring new employees in line with the outcomes of the skills assessment.	Train and support other members of the workforce. Being able to make decisions on reskilling, upskilling or hiring new employees concerning the competences needed for AI adoption (as users or as producers of technology).

The following overarching knowledge, skills and competences are associated with the modules of the learning path:

Knowledge	Skills	Competences
Understanding of AI technologies and trends and their applications in business operations.	Ability to evaluate the suitability of AI technologies for specific business needs.	Adapt AI solutions to the business context.
Understanding the risks, opportunities and ethical questions linked to the introduction of AI in company processes and operations.	Conduct cost-benefit analyses, risk assessments and evaluate ethical and regulatory compliance of AI projects.	Make informed decisions about AI adoption based on risk-benefit analysis while respecting ethical and legal standards.
Understanding how to create an AI implementation plan, use cases and roadmaps.	Develop and execute AI implementation plans.	Achieve improved business efficiency, cost reduction, and revenue increase through AI implementation.
Understand how to monitor and evaluate the implementation of AI technologies in the business context.	Design a monitoring and evaluation matrix and conduct usability testing and user feedback collection.	Measure and evaluate the impact of AI on productivity, quality, and safety through data analysis, and identify areas for improvement of AI applications.
Understand the impact of of the adoption of AI technologies on the company's workforce and the workforce's skills needs.	Communicate clearly about the AI adoption, collaborate with diverse teams, assess skills needs and act upon the identified needs.	Foster communication and collaboration, address skills gaps and use adequate training to mitigate.

The training materials

The EULEP learning content is to be prepared for online training and learning. The learning will take place in synchronous and asynchronous sessions. The training materials will be adapted to that learning context and different types are envisaged:

- Presentations
- Videos, video tutorials
- Checklists
- Handouts
- Guides
- Manuals
- E-books, reading materials
- E-learning games
- Podcasts
- Case study
- Problem / solution scenarios
- Interviews
- Infographics and Visual Aids
- Blog posts
- Articles
- Interactive simulations

The project partners will define the type of training materials to be used for each module/unit in the next step of the project, when developing the training materials for the foreseen AI courses.

The evaluation methods

The fact that the EULEP learning is to take place online has an influence on the evaluation methods that can be used.

With view to the online learning context the following types of evaluation methods are envisaged:

- Self-assessment in form of an online case study
- Quizzes and tests
- Self-reflection activity
- Essay questions
- Drag-and-drop activities
- Polls
- Project reports
- Process journal or learning log
- Gamification (Gamified activities and modes of assessment)

The type of evaluation method will be determined by the project partners when the training materials are defined.

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For the sake of ensuring flexibility and creativity in the next project step, there is no advanced matching of training materials and evaluation methods with the proposed training modules and units.

Remarks

The proposed learning path "Artificial Intelligence for business users" with its modules and units is going to be integrated in and implemented via the European Learning Experience Platform that the project is developing.

After an initial training round with Vocational Education and Training (VET) trainers from the partners countries at a European level, different piloting sessions with local and regional VET and training providers in each country (Austria, Belgium, Cyprus, France, Italy, Latvia, Spain, Turkey) are going to take place. During the pilot sessions, feedback will be collected from participants and the training materials can be adjusted if necessary.

The present report has been drafted by WKÖ, leader of work package 3, in collaboration with Eurochambres.

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