

AI Expert (m/f/d)

Understand, apply and use
AI responsibly in just 2 days.

Practical and certified.

55%

of Germans say they use AI in the workplace.

Approx. 20%

of Germans have received further training in AI.

95%

of German companies consider data protection to be crucial when using AI.

What is this course about?

The 'AI Expert' course is a professional development programme offered by Akademie-AI. Akademie-AI is a joint initiative of the technology company PANTA and the Academy for Work and Career.

The two-day course combines the fundamentals, application and responsibility involved in working with artificial intelligence. The focus is not on technology for technology's sake, but on the question of how AI can be used realistically, sensibly and in a legally compliant manner in everyday working life today.

The programme is aimed at people who want to understand, contextualise and make practical use of AI. No prior knowledge is required. It is not overwhelming. It has a clear structure.

Who is the course for?

The AI Academy is aimed at professionals, teams and organisations who

- already use AI or would like to use it,
- are responsible for processes, content or decisions,
- need to meet legal requirements such as AI literacy,

- are looking for a solid understanding rather than isolated tool tips.

This is not aimed at specialists, but at users, coordinators and decision-makers who wish to use AI confidently in a professional context.

Basic didactic principle

The programme follows a clear logic: understand, contextualise, apply.

Theory is only introduced where it is relevant to practice. Tools are not presented in isolation, but within the context of their fields of application, limitations and consequences. Learning takes place through examples, discussion and hands-on work.

A

Fundamentals and Orientation

Part A establishes a shared understanding of what artificial intelligence is and what it is not. It covers key terms such as AI, machine learning and generative AI, how they work, and current developments. The aim is to provide a realistic overview: which systems do we encounter in everyday life? Where are the opportunities? Where are the risks?

B

AI tools and fields of application

Part B provides a structured overview of current AI tools and their potential applications. The focus is on applications that are only made possible by AI in the first place.

Participants learn about different categories, such as assistants, automations and agents, and experience through examples how these systems work. The selection of examples is practical and deliberately limited.

C

Responsibility, law and organisation

Part C covers the responsible use of AI in a professional context. This includes the EU AI Act, the role of companies and employees, requirements for AI literacy, and fundamental issues of data protection, transparency and governance.

The aim is to provide guidance, not legal jargon.

Participants should understand what is expected of them and how organisations can use AI in compliance with regulations.

D

Practical phase and own use cases

In Part D, participants work on their own or realistic use cases. Individual work or work in small groups. With support from the tutors. The focus is on experimenting. Asking questions. Refining prompts. Combining tools. Reflecting on results. Not every solution needs to be perfect, but every one should be understandable.

What will participants take away from the course?

Upon completion of the course, participants will have

- a solid basic understanding of AI systems,
- an overview of relevant tools and areas of application,
- confidence in dealing with opportunities and limitations,
- guidance on legal and organisational requirements,
- the ability to continue using AI independently and thoughtfully.

The course concludes with a final test. Upon successful completion, participants will receive a certificate as an 'AI Expert', documenting the content covered and the qualification achieved.

Key information at a glance

Course duration

- 2 days
- Face-to-face training
- Theory, exercises and practical exercises

Start dates

Available on our website

→ [current dates here](#)

Certificate

Recognised certificate
"AI Expert (m/f/d)"

Cost

€815

Funding available via the Hamburg Continuing Education Bonus.

→ [To the Hamburg Continuing Education Bonus](#)

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Find out more about the course here: [Find out more](#)