



THE BLUE WHALE
AI ACADEMY

AI UNCOVERED

ALL THE BASICS YOU NEED TO KNOW ABOUT GENERATIVE AI



Jamie Bykov Brett
Human-Centric Innovation

www.thebluwhale.ai

UNDERSTANDING THE AI AGENTS ECOSYSTEM

🕒 Self Paced 📖 43 Lessons

Fee: \$99.00

Generated by ChatGPT

Overview

AI is transforming every aspect of work and life—but how does it really work, and what does it mean for you? In AI Uncovered, you'll explore the foundational principles behind AI, giving you the knowledge to understand its impact and potential without needing a technical background.

Designed for busy professionals and lifelong learners, this course is accessible anytime, anywhere. Whether you're watching on your PC or mobile device, or listening podcast-style while on the go, AI Uncovered adapts to your lifestyle, making it easy to fit learning into your schedule.






What you'll learn:

- ✓ The fundamental principles of AI and its applications.
- ✓ Why understanding concepts like Fairness, Accountability, and Transparency matters.
- ✓ How AI reflects societal norms—and how to use it responsibly.
- ✓ Real-world examples to contextualise key ideas, from ethical dilemmas to cutting-edge innovations.












By the end of this course, you'll have a solid grasp of the principles driving AI and the confidence to navigate its challenges and opportunities. Whether you're preparing for AI's role in your industry or simply curious about its future, this is your essential starting point.

Curriculum



PRACTICAL SKILLS FOR AI MASTERY




















 Course Overview	30 minutes
 Course Introduction	30 minutes
 What Is Generative AI?	30 minutes
 GenAI vs Traditional AI	30 minutes
 Let's Chat: How Does Generative AI Work	30 minutes

UNDERSTANDING GENERATIVE AI & ITS APPLICATIONS







 Interacting With AI	30 minutes
 Let's Chat: What AI Applications Should You Choose?	30 minutes
 How To Send A Prompt	30 minutes
 Prompt Engineering	30 minutes
 Why Do Prompts Matter?	30 minutes
 Structuring Prompts	30 minutes
 Good Prompt vs Bad Prompt	30 minutes
 Prompt Checklist	30 minutes
 Generative AI For Writing	30 minutes
 Adapting Generative AI For Your Needs	30 minutes
 Ignition Guide: Prompts Engineering Fundamentals	30 minutes

NAVIGATING AI ETHICS AND AVOIDING PITFALLS

 Understanding The Pitfalls Of Generative AI	30 minutes
 Generative AI & Misinformation	30 minutes

 Identifying Misinformation	30 minutes
 Stopping The Spread Of Misinformation	30 minutes
 Learning Lessons From Overreliance On Generative AI	30 minutes
 Case Study: Isn't It (AI)ronic	30 minutes
 The FAT Framework	30 minutes
 Fairness In AI	30 minutes
 Case Study: Biases In Predictive Policing	30 minutes
 Accountability In AI	30 minutes
 Case Study: AI Used To Deny Healthcare Claims	30 minutes
 Transparency In AI	30 minutes
 Case Study: AI Recruiting Tool Showing Bias Against Women	30 minutes
 FAT Framework Summary	30 minutes
 AI & Intellectual Property	30 minutes
 AI & Copywrite Law	30 minutes
 AI & Fair Use	30 minutes
 AI Legal Best Practices	30 minutes
 Fair Use vs Intellectual Property	30 minutes
 Best Practices for Ethical AI Use	30 minutes
 Let's Chat: How To Secure Your Data	30 minutes

SHAPING THE FUTURE OF AI

 The Future Of AI	30 minutes
 What's Interesting About AI Right Now?	30 minutes
 Case Study: The Rise of AI Companionship	30 minutes
 AI's Impact On The Job Market & Economic Models	30 minutes
 How To Thrive In The Age Of AI	30 minutes
 Our Place In A World Underpinned By AI	30 minutes

Instructor



Jamie Bykov Brett

Human-Centric Innovation



Jamie Bykov-Brett is a respected digital consultant and leader in human-centric innovation. Driven by a passion to make advanced technology accessible, Jamie creates courses where AI learning meets real-world needs.

His expertise in AI, immersive tech, and digital transformation is reflected in his commitment to ethical, inclusive, and impactful learning experiences, empowering professionals in today's rapidly evolving digital landscape. Jamie's journey is rooted in his dedication to creating meaningful impact through technology. His work goes beyond advancing digital skills—it's about empowering people to thrive in a tech-driven world while fostering positive societal change. The Blue Whale Academy reflects Jamie's commitment to making AI education accessible, impactful, and aligned with human-centric values.

FAQs

Do I need any technical background to take this course?

No, this course is designed for anyone, even those without a technical background. If you can send an email, you already have the basic skills needed to start using generative AI.

Will this course cover AI ethics and responsible use?

Yes! The course includes sections on AI bias, misinformation, and the Fairness, Accountability, and Transparency (FAT) Framework to help you use AI responsibly.

Is this course only about ChatGPT, or does it cover other AI tools?

While ChatGPT is discussed, the course also explores the fundamental principles required to use all generative AI applications.

How can I use AI to enhance my career or business?

The course shows how AI can boost productivity, automate repetitive tasks, and improve decision-making—giving you a competitive edge in your job or business.

Will I learn about AI risks, such as misinformation and data security?

Yes, the course discusses AI-generated misinformation, data privacy concerns, and best practices for protecting your information when using AI tools.

What is prompt engineering, and why is it important?

Prompt engineering is the skill of crafting clear and specific instructions for AI to generate high-quality outputs. The course teaches how to write effective prompts to get the best results.

Will AI replace jobs, and how can I stay ahead?

AI will automate some tasks, but the course explains how to future-proof your career by developing human-centric skills like creativity, critical thinking, and adaptability.

What's next after completing this course?

After this course, you can explore advanced AI applications, experiment with AI-powered tools, and stay updated with emerging trends in AI to keep refining your skills.



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