



# LEADERSHIP & MANAGEMENT

## DIGITAL TRANSFORMATION

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Become a

**Digital Leader.**

Drive business

**transformation**

& harness the

**power** of

new technology.

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# Our Mission

To support you, the future of tech talent.

“Our mission at Tech Educators is to cultivate the tech talent of tomorrow by making high-quality digital education accessible to everyone, regardless of their level or personal circumstances.

Our comprehensive courses, expert instructors, cutting-edge curriculum, and hands-on approach, equip people with the practical skills they need to succeed right away, and the know-how to stay relevant as their career develops. From ‘hello world’ to world class.

Supporting beginners to experienced practitioners, we’re committed to ensuring that no one gets left behind in the rapidly evolving digital landscape. We provide a supportive and inclusive community where everyone can learn, grow, and thrive, as they build a better future.

Learning to master new digital tools is a journey, and through this course we’ll show you how that journey with Tech Educators can unfold. Whether you join us at one of our locations across the country or prefer the flexibility of learning online, our courses are always instructor-led and focused on real-world outcomes”.



*James Adams, Founder & CEO*



 *Norwich Campus*



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# The Course

## Introduction to AI, LLMs, and Ethical Innovation

### Week 1: Introduction to AI, ML, and LLMs

Learners will explore AI, Machine Learning, and LLMs, their differences, types, and practical use through prompts and evaluation.

#### Learning Outcomes:

- Distinguish between AI, ML, and LLM types, brands, and models.
- Use and evaluate LLMs through effective prompting.
- Identify LLMs suitable for personal, professional, or business use with their benefits and limitations.

### Week 2 : Effective Prompts and AI Ethics

This week we explore crafting effective prompts for LLMs and understanding the ethical and legal considerations of AI in business and industry.

#### Learning Outcomes:

- Apply prompt frameworks to get accurate and relevant LLM responses.
- Use a prompt cheatsheet to optimize and refine AI outputs.
- Identify key ethical considerations and develop a framework for responsible AI use.

### Week 3: AI Risks and Business Innovation

Learners will explore how to identify and manage AI risks, while examining how AI can drive innovation and business growth.

#### Learning Outcomes:

- Understand AI laws and regulations and explain different types of AI risk.
- Assess business risk appetite and apply strategies to mitigate AI-related risks.
- Explore innovation models and identify practical opportunities to use AI for business advantage.

### Week 4: AI Risks and Legal Frameworks

This week we'll look into understanding AI risks, relevant legislation, and risk appetite to help safeguard businesses and stakeholders.

#### Learning Outcomes:

- Understand laws and regulations governing AI and explain types of AI risk.
- Assess business risk appetite and apply strategies to mitigate AI-related risks.
- Analyse AI use cases to identify potential risks and ensure responsible application.



# The Course

## From Ideas to AI Solutions

### Week 5: Building AI Tools and Using Data Effectively

We will learn how to apply design thinking, use AI to work with data, and explore how APIs and chatbots can be developed to solve real business challenges.

#### Learning Outcomes:

- Explain design thinking and how it informs innovative solutions.
- Use AI to synthesise, format, and analyse data effectively.
- Understand APIs and create simple AI tools such as internal chatbots.

### Week 6: Scoping AI Tools and Defining Success

This week we'll look into using design thinking to scope AI solutions, create non-technical designs, and define success criteria for effective planning.

#### Learning Outcomes:

- Explain the importance of non-technical design in AI projects.
- Create clear success criteria to measure project outcomes.
- Use AI tools to plan and scope solutions using design thinking principles.

### Week 7: Building the Right Thing with AI

Learners will bring together design thinking and AI skills to build, assess, and refine an AI tool while consolidating key ideas from the course.

#### Learning Outcomes:

- Apply design thinking to evaluate desirability, feasibility, and viability of AI solutions.
- Build and refine an AI-driven tool using ethical and practical guidelines.
- Review and consolidate learning from previous weeks to plan future AI projects.

### Week 8: Delivering and Presenting AI Solutions

We will learn how to finalise and pitch an AI solution, applying design thinking and effective presentation skills to communicate ideas clearly and confidently.

#### Learning Outcomes:

- Apply design thinking to map and plan an AI solution.
- Create a non-technical design ready for implementation.
- Pitch and present AI solutions effectively to peers and stakeholders.

# The Course

## Analysing and Presenting AI Opportunities

### Week 9: Applying AI in Business Opportunities

We will learn to identify, analyse, and present business opportunities that integrate AI effectively, evaluating real or simulated applications for their impact, feasibility, and innovation potential.

#### Learning Outcomes:

- Create and present a business opportunity that applies AI for improvement.
- Analyse and evaluate peers' AI-based business solutions.
- Identify the most effective business opportunity and explain why.

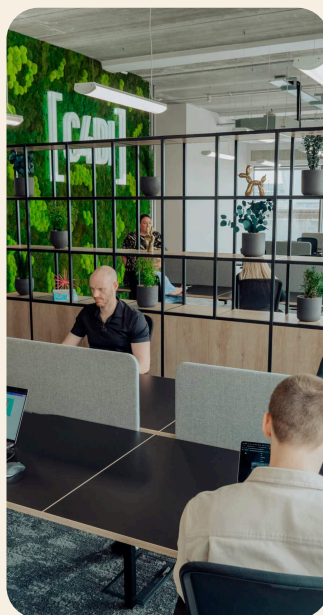
### Week 10: Evaluating and Reflecting on AI Opportunities

We will evaluate and present AI-driven business opportunities, providing constructive feedback on peers' solutions through critical analysis and reflection.

#### Learning Outcomes:

- Present and justify an AI-enabled business improvement idea.
- Critically assess peers' AI proposals for innovation and feasibility.
- Summarise feedback and insights using structured evaluation methods (e.g. SWOT analysis).

Continued...



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# Graduation

## & Final Project

The final assignment integrates learning in AI, leadership, and digital transformation to design an ethically governed, commercially viable AI solution. It transforms strategy into execution, delivering a practical, high-impact proposal that demonstrates real business value and adaptability.

### Learning Outcomes:

- **Problem Definition & Concept Validation:** Identify key business challenges, frame human-centred problem statements, and design AI-powered solutions with clear customer and organisational value. Validate concepts through storyboards or low-fidelity prototypes, and define measurable KPIs.
- **Strategic Sourcing & Risk Alignment:** Evaluate build, buy, or partner options using strategic and financial rationale. Assess bias, security, and financial risks to align with organisational risk appetite. Analyse desirability, feasibility, and viability to guide sourcing decisions.
- **Governance & Cultural Readiness:** Establish ethical AI governance aligned with regulations (e.g. GDPR, EU AI Act). Assess cultural readiness, define training and adoption strategies, and articulate a clear risk appetite statement.
- **Operational Readiness & Commercialisation:** Develop phased rollout and deployment plans with milestones, resources, and operational documentation. Create launch and commercialisation strategies supported by user training and feedback loops for continuous improvement.
- **Executive Pitch & Presentation:** Deliver a concise, strategic pitch supported by a professional deck. Clearly communicate value, sourcing decisions, risk mitigation, and adoption plans while maintaining executive-level focus.

“This part of the course can be intense, but our goal is to help you master the concepts and achieve your goals. We combine our instructors’ industry knowledge with educational excellence to ensure you have a positive and exciting learning experience, equipped with the tools to succeed”.



*Tim Smith, Course Director*

# Careers Focus

## Weekly Sessions

We help students build the skills and knowledge for a career in the tech industry. Our weekly career sessions cover essential soft skills and feature guest speakers who share insights on what a career in tech is like. We tailor our guidance to each student's unique skills and aspirations.

### Learning Outcomes:

- Articulate with some certainty the type of career path you would like to take as you step into the modern digital landscape.
- Develop a professional portfolio, showcasing your projects and skills to stand out to future employers.
- Understand and have visibility of your own strengths and areas for improvement.
- Have a fully formed CV & cover letter and be able to understand how to search for tech specific jobs and actively be applying for and attending interviews.



*Suqyan Malik, Careers Advisor*

"We have developed the entire career preparation program around our students and industry needs. Here, we focus on embedding both the digital skills and transferable soft skills, like teamworking, project management, computer literacy, and critical thinking, while encouraging students to consider where this new knowledge can take them!"

### Previous speakers from...

We invite guest speakers from leading tech companies to share career insights with our students.



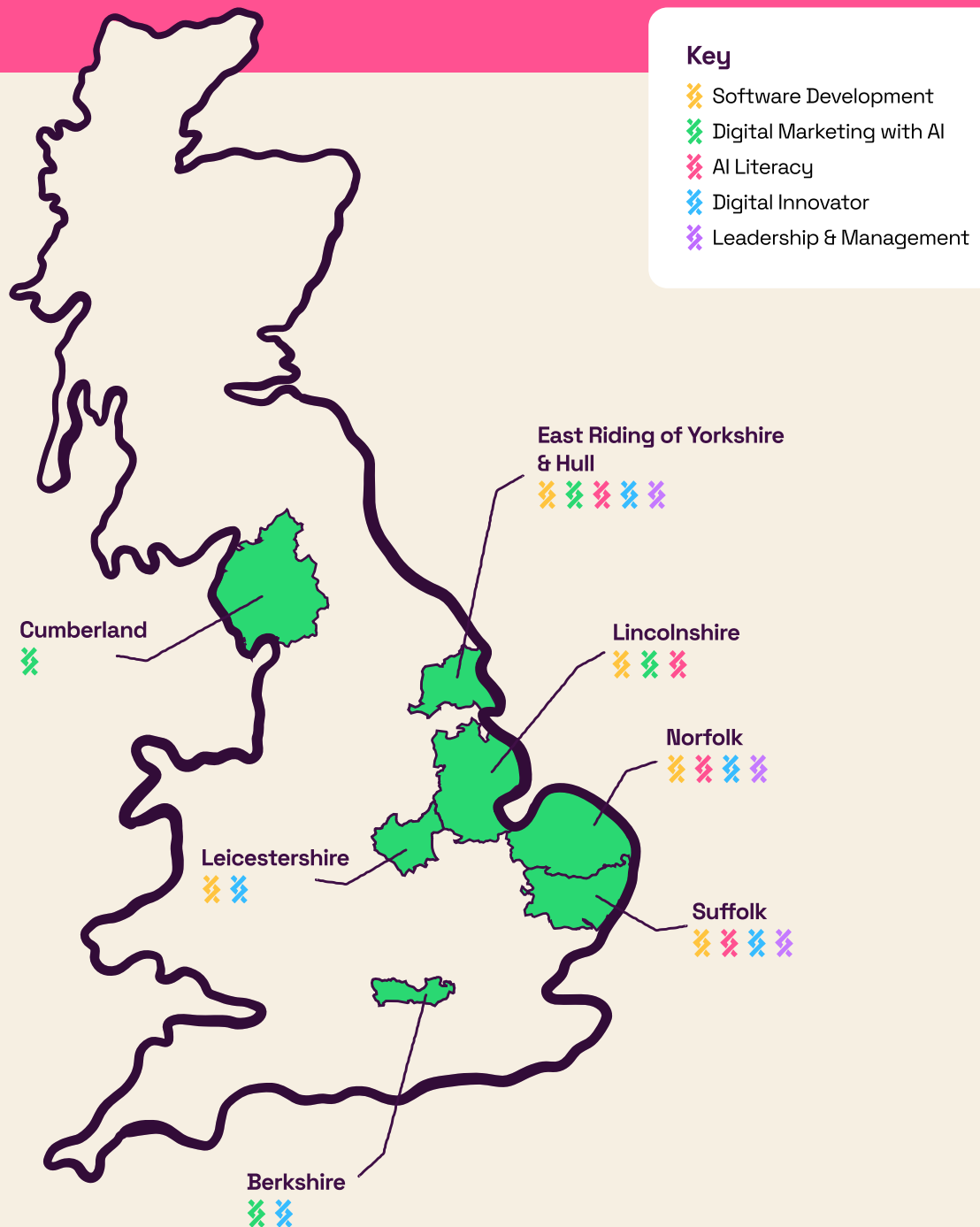
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# Our Locations

Explore Tech Educators funded areas



## Don't see your region?

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