

NUMBER OF STUDENTS	20 - 40
COURSE NAME	Artificial Intelligence Basics (AI Basics)
DURATION	20 hours (theory, practice and work of the student)
DATES	15/10/2026 – 29/10/2026
PLACE / CLASSROOM	Online. ITC Campus
CONTENTS	
The course will be held online in English with the following contents: <u>TOPICS:</u> Artificial Intelligence Basics This online course is an introductory training to understand the essential aspects of Artificial Intelligence. It will be based on the features of ChatGPT developed by the company OpenAI and we will also include a brief introduction to Microsoft Copilot. In today's fast-moving digital environment, understanding Artificial Intelligence has become essential for professionals in every sector. The first part of this program introduces the fundamentals of AI and explains why technologies like ChatGPT are transforming how organizations work. Participants explore what AI models are, how they learn, and how to communicate with them effectively through prompt engineering. Through short practical exercises, they discover how well-crafted prompts improve accuracy and creativity. This section also highlights what ChatGPT can do inside a company and invites participants to reflect on how different departments—such as HR, marketing, finance, or operations—can benefit from AI. The second part focuses on custom GPTs and project-based workspaces. Participants learn what a Custom GPT is and how to build one that follows specific instructions. They will also explore public GPTs created by others and learn how to organize long-term work within a project space, including how to request and retrieve information effectively. By comparing GPTs and projects, they understand when each tool is most effective and how both can streamline complex tasks. The final part introduces Microsoft Copilot and its integration into Office 365. Participants discover how Copilot enhances everyday tools like Word, Excel, Outlook, PowerPoint, and Teams by summarizing content, drafting communications, analyzing data, and automating repetitive tasks. Through practical examples, they see how AI can boost productivity and support better decision-making across the organization. Together, these three parts provide a concise yet powerful introduction to using AI effectively in professional environments.	

Training modules:

Part I. Introduction to AI and ChatGPT

- Topic 1. Introduction: What Artificial Intelligence is and why it matters
- Topic 2. Models
- Topic 3. How to Ask Properly: Introduction to Prompt Engineering. Practical exercises.
- Topic 4. What a company can do with ChatGPT. Practical exercises.
- Topic 5. Which Work Area do you work in? Reflection on features by Area
- Topic 6. ChatGPT beyond the Chat

Part II. Introduction to Custom GPTs and Projects

- Topic 7. Custom GPT: Introduction
- Topic 8. Building an Agent with GPT
- Topic 9. Exploring Other Public GPTs
- Topic 10. Working in a Project
- Topic 11. Differences Between a GPT and a Project

Part III. Introduction to Copilot and Office 365

- Topic 12. What Copilot is
- Topic 13. Examples of what Copilot can do in Office

These modules will be based on standards used around the world.

FORMAT:

The insights are communicated in three formats:

1. Tutorials presenting the key aspects of each module with visual support.
2. Examples.
3. Interactive exercises.

TRAINERS:

Innovation Department, Canary Islands Institute of Technology

PLACE:

Online e-learning platform. Canary Islands Institute of Technology
<https://innovacion.itccanarias.org/>

METHODOLOGY:

Online training with access to content, forums and case studies. Students will be able to adapt their connection schedule and a final test to pass the course.

The training will include live sessions, via Zoom, for tutorials and practical examples.

The **training** will last **two weeks**, but the learning space on the **platform** will remain **open for four weeks** so that the participants can complete the exercises and obtain their certificate.