

DIPLOMA

11287NAT

Diploma of Artificial Intelligence (AI)

ARTIFICIAL INTELLIGENCE

ACBI
Australian College of Business Intelligence

In partnership with

DTA DIGITAL TECH ACADEMY

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About this course

Discover how to use a range of AI tools (Microsoft Copilot, ChatGPT, Claude and more) to make you more productive and effective at work. This course is designed for people who are working in, or who want to work in, business roles such as in operations, marketing, sales, finance, customer experience or human resources.

What you'll learn

- Discover how different types of AI technologies work, including Deep Learning, Generative AI and Machine Learning
- Learn how to better use AI chatbots like Microsoft Copilot, Gemini and ChatGPT. Be equipped to prepare better prompts that give you better responses
- Build your understanding of more niche AI tools, such as those for customer service, marketing, video generation, music generation and more
- Understand key principles of responsible, ethical AI. Learn what risks come from using AI technologies and how they can be managed
- Build your ability to critically analyse the responses you get from AI.
- Discover how a range of businesses are using AI, and how your work team could make better use of this technology

Entry Requirements For International Students

- Completed Australian Year 12 (or equivalent)
- IELTS 6.0 (or equivalent) if a non-native English speaker
- At least 18 years of age
- Access to a computer with reliable internet connection

Career Opportunities

- AI Optimisation (AIO) Writer
- Data and AI Sales Specialist
- AI Operations Manager
- AI Customer Experience Manager
- AI Data Analyst

Course Overview

Qualification

Diploma

CRICOS code

116943M

Study mode

Blended learning

Duration

52 weeks

Units

8 units

Course Units

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Unit code	Unit name	What you'll gain
NAT11287001	Apply Prompt Engineering for Generative Artificial Intelligence	Learn how chatbots like ChatGPT, Copilot, Gemini, Claude and DeepSeek work. Build your skills in better instructing these chatbots and getting better, more useful responses in return.
NAT11287007	Apply Critical Thinking and Artificial Intelligence Ethics	Develop your understanding of the benefits and risks that come from using AI. Build your ability to apply responsible AI practices and critically analysethe responses given to you by AI chatbots.
NAT11287002	Use Artificial Intelligence Technologies to Produce Engaging Content	Discover how to use readily accessible AI tools to create engaging videos, images, sound clips, scripts and more. Be empowered to write specific prompts that generates the content you desire.
NAT11287003	Analyse Data and Make Forecasts Using Artificial Intelligence	Learn how to use AI to help you effectively interpret and analyse data. Be equipped to form data-driven insights and meaningful forecasts.
NAT11287005	Use Artificial Intelligence Technologies to Enhance Business Operations	Explore how AI is changing how work gets done, from finance departments to hiring employees.Discover how various AI tools can improve different areas of operations and support better business performance.
NAT11287004	Optimise a Brand’s Digital Presence Using Artificial Intelligence	Learn how AI can help you improve a business’s digital footprint – that is, different digital assets, like websites and videos, that people interact with. Gain the skills you need to create, communicateand implement an AI improvement strategy.
NAT11287006	Apply Artificial Intelligence Technologies to Improve an Organisation’s Customer Experience	AI is changing how customers interact with businesses. From AI chatbots to AI-powered personalised recommendations, businesses have opportunities to enhance how they interact with their customers. Discover how to recognise these opportunities and implement quick wins.
ICTAII401	Identify Opportunities to Apply Artificial Intelligence, Machine Learning and Deep Learning	Explore different kinds of Artificial Intelligence technologies, including Machine Learning and Deep Learning. Build your understanding of how these technologies work and how businesses are using them.