

# ARTIFICIAL INTELLIGENCE



## AI Masterclass

Empowering professionals to leverage AI for transformative strategies and competitive advantage.

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# About the AI Masterclass

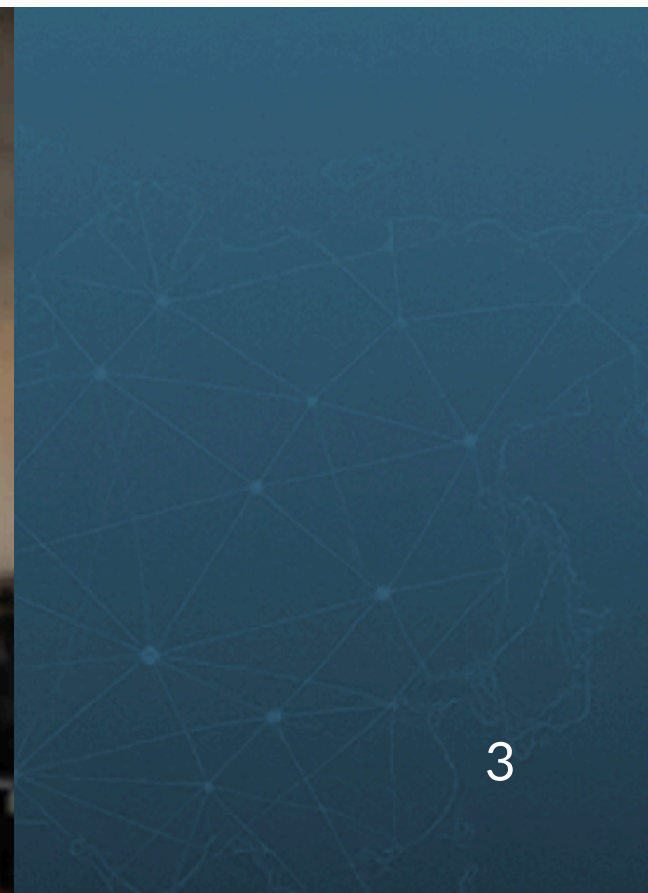
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## Generative AI: The Key That Opens All Doors

The AI Masterclass is an intensive one-day learning experience designed for professionals from education, industry and government at different stages of their careers. It combines AI literacy, exposure to state-of-art LLM landscape, strategic insight and hands-on practice, to equip you for safe, responsible and effective AI infusion in your work.

Why this Masterclass matters:

- AI is evolving rapidly — professionals need to move from awareness to action.
- Technical IT know-how is not required — focus is on practical application and strategic thinking.
- You'll leave with not just knowledge, but a real-world plan to execute.



# Who Is This Program For?

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This masterclass is specifically designed for Professionals :

- Decision makers, Managers and Individual Contributors
- Consultants and Advisory Professionals
- Educators
- Innovation & Strategy Officers

Prerequisites: None. You do not need a technical background to benefit from this session. Curiosity and an interest in AI are enough.



# What You Will Gain

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## Strategic AI Insight

Understand how AI is shifting business models, workflows, and competition



## Practical Experience

Get hands-on with tools for prompt engineering, LLM landscape and LLM applications and evaluations



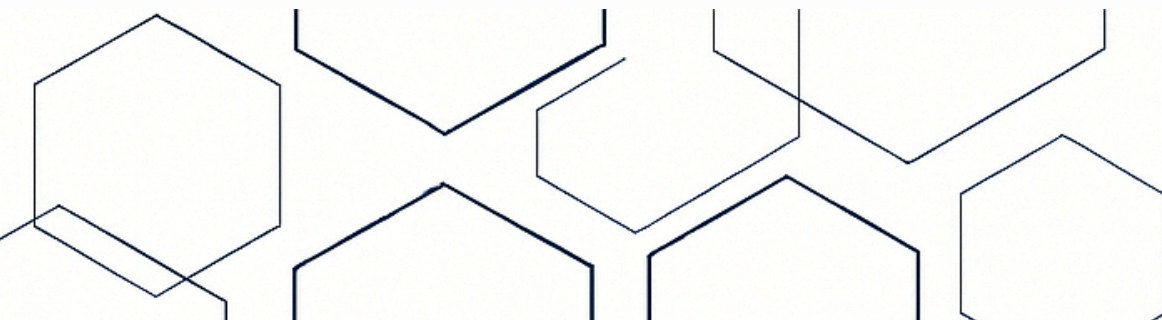
## Responsible AI

Identify risks, biases, and governance essentials for safe adoption



## Identify and Develop AI Talent

Job Interviews and Upskilling



# MASTERCLASS CURRICULUM

## 1 Large Language Models - The Big Picture

- ✓ Overview of Models and Technology
- ✓ Demo: AI Phone Call
- ✓ Activity: AI Agents - Blackjack
- ✓ Activity: Using AI to gain insight into Generational Cohorts

## 2 Large Language Model: Foundations

- ✓ The Probability of the Next Word
- ✓ Activity: Exploring Embeddings: Good, Bad, Baby
- ✓ Activity: Exploring Temperature
- ✓ Activity: Vellum AI and Benchmark Navigator

## 3 Large Language Model: Benchmarks

- ✓ A Look Towards the Future
- ✓ Activity: Chatbot Arena

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## Safe and Responsible AI

- ✓ AI Self-awareness
- ✓ AI Safety and Security
- ✓ Human Alignment
- ✓ AI Policies
- ✓ Custom Activities

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## Identify and Develop AI Talent

- ✓ Job Interview Questions
- ✓ Demo: Vibe Coding (Scott Scholar Dashboard)

# Hands-On Exercises & Workshops

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## Prompt Engineering

Learn how to interact with AI models effectively using structured prompts.

What You'll Do:

- Understand the anatomy of a good prompt
- Explore LLM Temperature
- Exploring Embeddings: Good, Bad, Baby
- Vellum AI and Benchmark Navigator



## AI Tool Walkthroughs

Gain practical exposure to enterprise-ready AI tools.

What You'll Do:

- Navigate and test chat-based AI assistants
- AI Phone Call
- AI Agents - Blackjack



## Safe and Responsible AI

Using AI safely and responsibly in your organization.

What You'll Do:

- Work with a Product Review Generator Agent
- LLM Ethics
- Explore data safety with LLMs



## Identify and Develop AI Talent

Growing AI capacity in your organization

What You'll Do:

- Job Interview Questions
- Vibe Coding Dashboard



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