

# Introduction to artificial intelligence for users

Course code: AI\_UINTRO







Whether you open a newspaper or turn on the TV or radio, you will hear about artificial intelligence (AI). It undoubtedly has the potential to change the way we work with computers in many areas of their use. Our training is intended for all interested parties and enthusiasts who want to penetrate this fascinating world and get acquainted with new revolutionary tools and principles and how these tools can affect the way they use computers.

We don't want you to just sit and listen to theory. During the course, you will have the opportunity to work on practical exercises that will allow you to apply your newly acquired skills. However, we will also touch on the theoretical background of the entire field - neural networks, machine learning and the principles of natural language processing. In no case do you need to be an IT professional or have any experience with AI. Our course is designed to be accessible and interesting for all ordinary computer users.

Affiliate	Duration	Course price	ITB
Praha	1	4 700 Kč	0
Brno	1	4 700 Kč	0
Bratislava	1	200 €	0

The prices are without VAT.

## Course terms

Date	Duration	Course price	Type	Course language	Location
29.06.2026	1	200 €	Online	CZ/SK	Online
 13.07.2026	1	3 995 Kč	Presence	CZ/SK	GOPAS Brno
  31.07.2026	1	3 995 Kč	Presence	CZ/SK	GOPAS Praha
 14.08.2026	1	170 €	Presence	CZ/SK	GOPAS Bratislava
 07.09.2026	1	4 700 Kč	Presence	CZ/SK	GOPAS Praha
29.09.2026	1	4 700 Kč	Presence	CZ/SK	GOPAS Brno
13.10.2026	1	200 €	Online	CZ/SK	Online
13.10.2026	1	4 700 Kč	Online	CZ/SK	Online
 27.10.2026	1	4 700 Kč	Presence	CZ/SK	GOPAS Praha
05.11.2026	1	4 700 Kč	Presence	CZ/SK	GOPAS Brno
27.11.2026	1	4 700 Kč	Presence	CZ/SK	GOPAS Praha
03.12.2026	1	200 €	Presence	CZ/SK	GOPAS Bratislava

The prices are without VAT.

## Who is the course for?

For anyone interested in learning about modern tools implementing the principles of artificial intelligence:

- The office user who doesn't want to "miss the train" in this area.
- Anyone who is curious about how AI is affecting our world.
- Entrepreneurs who want to leverage AI capabilities for their business.
- Last but not least, the student who wants to use AI in their study.

## Application equipment for full use of the course

Each participant must have at least a basic registration in ChatGPT (free of charge; you can use a Google, Outlook, Yahoo or any other email service you prefer). With a free account, participants will have access to basic features, the GPT-5 model in its lighter versions, and lower usage limits — but at no cost.

**GOPAS Praha**  
Na Strži 2097/63  
140 00 Praha 4 - Krč  
Tel.: +420 226 201 390  
[info@gopas.cz](mailto:info@gopas.cz)

**GOPAS Brno**  
Nové sady 996/25  
602 00 Brno  
Tel.: +420 530 513 590  
[info@gopas.cz](mailto:info@gopas.cz)

**GOPAS Bratislava**  
Dr. Vladimíra Clementisa 10  
Bratislava, 821 02  
Tel.: +421 902 903 132  
[info@gopas.sk](mailto:info@gopas.sk)



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We recommend upgrading to ChatGPT Plus or Team (the paid Plus plan costs \$20–\$30 USD per month — each participant arranges this independently), which will give you access to:

- more powerful versions of the GPT-5 models
- advanced features and higher usage limits (GPTs, Deep Search, etc.)

Should a participant have only a basic ChatGPT registration, we may encounter its limitations during the training, particularly in terms of the number of queries allowed within a given time period.

## What we will teach you

Practically use current AI tools, while we will also briefly touch on the theoretical background and ethical aspects of AI.

## Required entry knowledge

The course does not require any prior knowledge in the field of artificial intelligence. All you need is to be motivated and open to new challenges.

## Study materials

Teacher presentation

## Course outline

Fundamentals of Generative AI

- What is generative AI and how it differs from classical AI
- What we pay for – tokenisation
- Types of generative AI: text, image, audio, video, music
- Demos: ChatGPT, Sora, Gemini, Claude

Prompt Engineering – The Art of Prompting

- What a "prompt" is and why it matters
- Structure of an effective prompt (role, task, context, style)
- Response styles (one-shot prompt, two-shot prompt)
- Practical exercise: Adjusting prompts for different outputs

Working with Generative AI Tools

- Interactive demos: generating text, images, summaries, analyses
- Tool comparison: advantages, disadvantages, appropriate use cases
- Mini workshop: Building your own webpage using AI

AI in Practice: Industries and Scenarios

- Case studies: marketing, education, HR, research, creative work
- How AI is changing job roles and processes
- Group activity: designing AI use cases in your own field

Ethics, Risks and Responsible Use

- Copyright, deepfakes, bias, disinformation
- Regulation and legislation (EU AI Act – briefly)
- Discussion: AI in children's education

The Future and Personal Strategy

- AI trends: multimodality, personalisation, agents
- How to continue learning in the field of AI
- Closing summary, recommended resources, Q&A

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