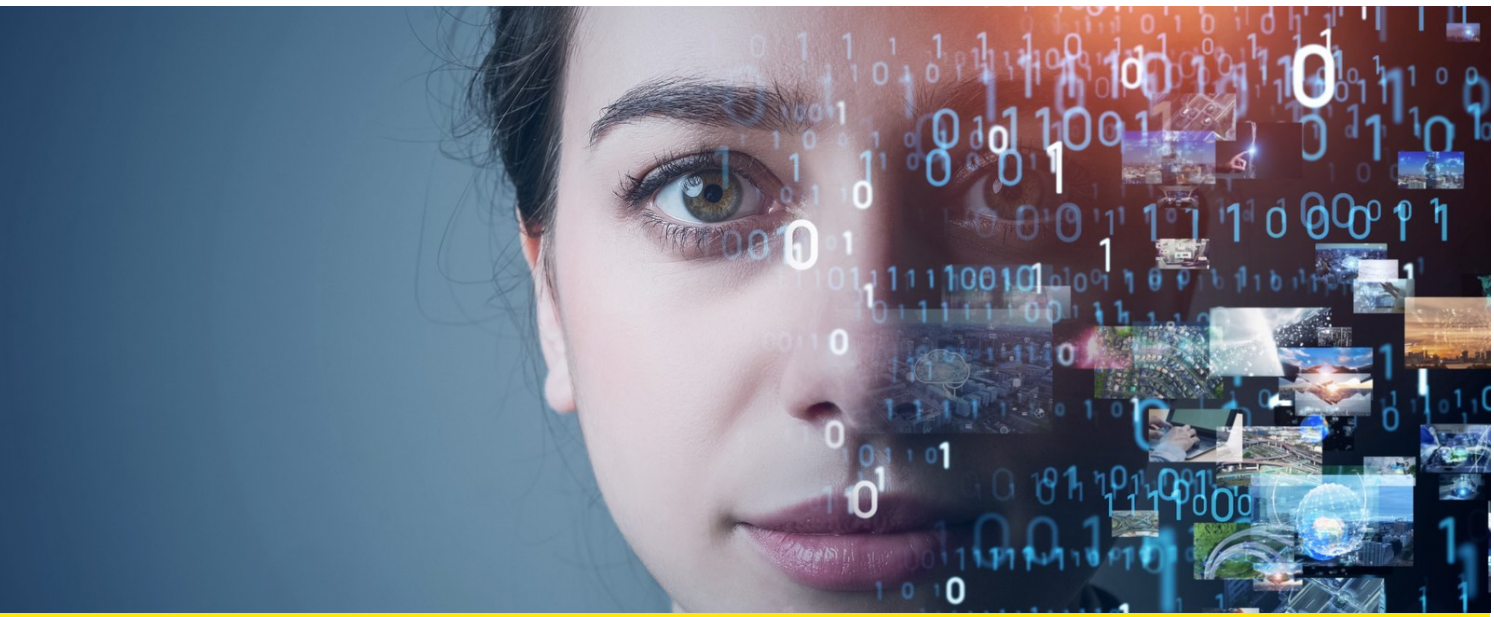


Continuing Education
CAS Applied GenAI & Human-AI Interaction

Course objectives

You will be able to define initiatives around artificial intelligence, especially generative AI, in your organisation, deliberately shape the interaction between humans and AI, design and validate a complete end-to-end value chain, choose a suitable technical and organisational architecture, and defend your decisions to stakeholders with sound arguments. You decide which roles humans and AI take on in a given process, choose an appropriate level of automation and make sure the system remains understandable and controllable for its users. You know the typical reasons why AI initiatives in companies fail and have the diagnostic tools to recognise and avoid these early on. In an individual project, you directly apply what you have learned to a real challenge from your own company and develop a strategy that is ready for immediate implementation.

Course content

– Foundations: fundamentals of AI and generative AI, human-AI interaction, data maturity
– Strategy, Architecture & Tools: project scoping, requirements, evaluation, context design
– Human-AI Interaction Design: human-AI teaming, interaction design, conversational AI, security
– Validation, Operationalization & Synthesis: end-to-end product development & governance
– Individual project based on a real challenge from your organisation

Focus areas

The CAS has four main focus areas. At its centre is human-AI interaction: before architecture and technology decisions are made, the course addresses how humans and AI work together, who takes on which tasks and how users can check and steer the results of the AI. This is complemented by the evaluation of AI systems, the classification of your own project under the EU AI Act, and AI security. Learning groups, an accountability partner and a plan for the time after the programme support the transfer into your own organisation.

Target audience
The CAS is aimed at decision-makers in non-developer roles who want to integrate AI, especially generative AI, into products, services and processes. The ideal audience are product managers, business analysts, requirements engineers, system and product designers, UX professionals and similar roles. An affinity for computer science and basic knowledge of product or process development are required. Prior knowledge of AI or human-computer interaction is welcome but not required.

Admission
- A degree from a recognised university, university of applied sciences, or technical university, plus at least two years of professional experience after graduation or equivalent. Applicants without a university degree may be admitted "sur dossier" if they can demonstrate equivalent higher education and relevant professional experience.
- An affinity for computer science and basic knowledge of product or process development.

As the language of instruction is English, sufficient English skills are required to follow lectures, take part in discussions and complete written work in English.

Course structure
The CAS combines teaching with workshops, peer feedback in learning groups and continuous work on your own project. Learnings are applied directly to your own project: scoping, requirements, architecture choice, security analysis, heuristic evaluation and finally the defense. A "Life after the CAS" phase with an accountability partner ensures that the impact lasts beyond the CAS.

Each participant identifies a real challenge in their own company, proposes a technical and human-AI solution, and writes an executive report covering technology choice, human-AI design, business case, operationalisation and risk. The work is presented to peers, lecturers and an external expert, and defended under questioning. The project is built up incrementally over the course days and supervised throughout.

Tools needed
Your own laptop to work on. Given the topic of the course, access to current AI models, e.g. a ChatGPT or Claude licence, is strongly recommended.

Duration
10 course days (80 lessons)
In-person teaching on 10 days, each on a Friday or Saturday.

Certificate
CAS FHNW in Applied GenAI & Human-AI Interaction (10 ECTS)

Course fee
CHF 6,500

Location
Campus Brugg-Windisch

Personal advice
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Administration
Questions about registration and admission
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Registration
Use the registration form on the website to register. The number of participants is limited.
Registrations are processed in the order in which they are received.

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