# UNDERGRADUATE CERTIFICATE IN AI LITERACY

**Web Site:** https://twu.edu/english-rhetoric-spanish/undergraduate-program/

## Marketable Skills

Marketable skills prepare students for success in a variety of professional settings. Developed through academic coursework, co-curricular engagement, and extracurricular involvement, these skills include communication, critical thinking, teamwork, ethical reasoning, adaptability, and digital literacy. Whether directly related to a student's major or serving as complementary strengths, marketable skills enhance career readiness and reflect TWU's commitment to producing graduates who are prepared to thrive in today's dynamic workforce.

- Critically Evaluate AI Solutions: Identify and assess the capabilities, limitations, and biases of AI approaches to problem-solving in a given context. Graduates will be able to ask the right questions about an AI system's reliability and fairness, and determine whether using AI in a scenario is appropriate or not.
- Apply AI Tools Effectively: Utilize current AI tools (such as machine learning software or generative AI applications) to enhance productivity and decision-making in real-world tasks. This includes being able to input data or prompts to an AI system and interpret the outputs to improve work processes. Graduates can seamlessly integrate AI-driven techniques into projects in their major field.
- Data and Information Literacy: Demonstrate strong quantitative and information literacy by interpreting data outputs from AI and data analytics platforms. Graduates will be able to analyze data-driven insights produced by AI, evaluate their accuracy, and incorporate those insights into evidence-based decisions. They can also manage information (sourced or generated by AI) ethically and effectively, distinguishing between credible and flawed AI-generated information.
- Effective Communication about AI: Communicate complex information about artificial intelligence clearly and persuasively to diverse audiences. Graduates will be adept at explaining AI concepts, findings, or recommendations to both technical teams and non-technical stakeholders. For example, they can write a report or deliver a presentation translating what an AI model has revealed into layperson's terms. They will also be skilled in using AI tools to assist in communication tasks (such as drafting documents or creating visualizations), while critically reviewing and editing the AI's contributions for accuracy and tone.
- Ethical Decision-Making in Technology Use: Make informed and principled decisions regarding the adoption and use of AI technologies in the workplace or community. Graduates will be trained to consider ethical, legal, environmental, and social implications (privacy concerns, bias mitigation, transparency) when implementing AI solutions. They will be able to formulate guidelines or policies for responsible AI use in an organization, ensuring that technology is used in a manner consistent with professional ethics and societal values.

These marketable skills prepare certificate holders to take on roles such as AI literacy specialists, data analytics assistants, technical communicators, or project managers who can bridge between technical AI teams and broader business or educational objectives. In essence, graduates will be able to leverage their AI literacy to innovate and lead in their chosen careers, adapting to the rapid technological changes in today's job market while upholding strong critical thinking and ethical standards.