

THE ETHICS OF AI

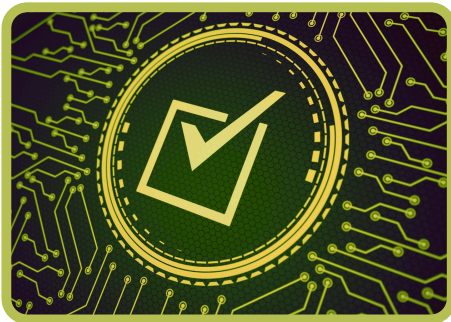
*Using Artificial Intelligence
Responsibly in Your Work*

Catalyst 360 
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Course Overview

Most employees already use AI, often without realising it, while organisations face increasing obligations under the EU AI Act and growing concerns around misuse, bias, misinformation, surveillance, copyright, and environmental impact. This course helps learners use AI confidently and responsibly by identifying genuine ethical risks, avoiding legal, reputational, and data-security pitfalls, knowing when (and when not) to use AI, and understanding the human impact of AI-driven decisions. Research shows that organisations investing in responsible AI training benefit from greater trust, fewer incidents, and improved productivity (OECD, 2024).



Course Objectives

By the end of this course, you will be able to:

- Identify the major ethical risks of AI: bias, misinformation, privacy breaches, copyright theft, and socio-economic impacts
- Apply simple, Guiding Principles for responsible use of AI in daily work
- Understand how AI models work and why they fail
- Recognise when a task is high-risk and requires human oversight or full avoidance
- Make informed decisions aligned with organisational governance, policy, and the EU AI Act
- Protect individuals, communities, and the organisation from unintended harm

Who Is This Course Suitable For?

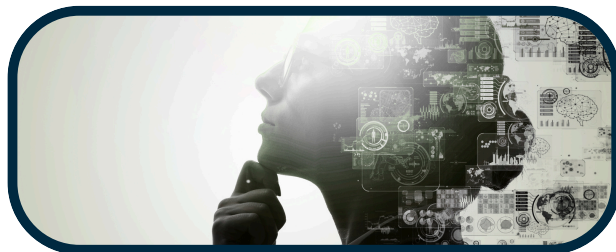
This course is suitable for a broad, non-technical audience, such as:

- Employees at all levels interacting with or planning to interact with AI tools
- Knowledge workers using AI tools (e.g., Microsoft Copilot, ChatGPT, Perplexity)
- HR, communications, operations, and customer-facing teams
- Anyone creating content, reviewing data, or making decisions
- Contractors or partners needing baseline AI-ethics awareness



Course Content

The course content is presented in four focused Topics using clear explanations, practical examples, and real-world scenarios. These are:



Topic 1 – Understanding AI & Why Ethics Matters

Topic 1 establishes relevance, confidence, and foundational understanding. It answers Why should I care? What do I need to know before analysing ethical risk?

Topic 2 – The Core Ethical Risks in Everyday AI Use

Topic 2 delivers the practical substance: “What are the real ethical issues and how do they show up in daily work?”

Topic 3 – ESG, Environmental Impact & Global Governance

Topic 3 moves from individual risk to organisational duty, essential for corporate adoption.

Topic 4 – Responsible AI Use: Practical Tools & Decision-Making

This Topic closes with actionable practice, giving learners Guiding Principles they can apply instantly.

Course Methodology, Assessment & Certificate

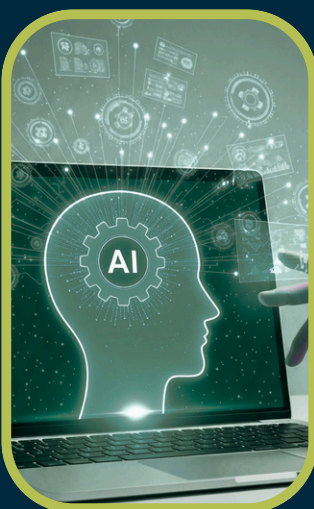


Delivered fully online, this self-paced course uses real-world scenarios to explore ethical AI risks and support practical decision-making. Learners complete a short self-assessment at the start and a knowledge check at the end to reinforce understanding.

The course takes approximately 3 hours to complete and is designed to be undertaken over time to support reflection and application.

This course is endorsed by ATHE, an Ofqual-regulated awarding body recognised in over 50 countries. Successful learners receive an internationally recognised Endorsed Certificate.

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About The Authors



This course has been developed with subject-matter expertise from Michael Quinn, Principal Consultant at Catalyst 360 Solutions, and Tom Wright, AI Strategy Consultant and Technology Advisor at Peak 15 AI.



Michael Quinn brings over 25 years' senior leadership experience across engineering, construction, and executive roles, offering a practical, board-level perspective on governance, organisational risk, ethical decision-making, and leadership in complex environments



Tom Wright specialises in AI strategy and responsible technology adoption, supporting organisations to translate AI opportunities into practical, ethical, and sustainable outcomes aligned with business and governance needs.

Ready to get started? Talk to your manager about enrolling today or email learning@catalyst360solutions.ai