

Ethical and Effective AI Use

Certified by the Catholic University of Eichstätt-Ingolstadt

The Professional Certificate in Ethical and Effective AI Use is a six-month, practice-oriented program designed to equip learners with the competencies, ethical grounding, and critical awareness needed to engage with Artificial Intelligence (AI) responsibly and productively.

Through an interdisciplinary approach that combines foundational technological knowledge, ethical reflection, and applied case analysis, the program supports learners - especially those from underrepresented and marginalized communities - in developing the skills required to navigate an increasingly AI-shaped world with confidence, autonomy, and discernment.

This certificate, equivalent to **15 ECTS**, empowers students to understand how AI systems work, to recognize their ethical and societal implications, and to apply AI tools constructively in educational, economic, social, and civic contexts.

Program Outcomes

Participants completing the certificate will be able to:

- explain the core principles, mechanisms, and development of Artificial Intelligence;
- distinguish between different types of AI, including predictive, generative, and agentic systems;
- evaluate real-world AI applications using ethical frameworks and moral reasoning;
- analyze cultural, social, and global power dynamics that shape the adoption and impact of AI;
- assess the opportunities and risks of AI in relation to human dignity, justice, sustainability, and democratic participation;
- reflect on their own assumptions, experiences, and cultural perspectives regarding technology;
- apply AI tools responsibly in communication, learning, problem-solving, and decision-making;
- formulate informed, context-sensitive judgements about the governance, regulation, and future trajectories of AI.

Program Delivery

The certificate consists of **three interconnected courses**, each lasting two months. Together, they offer a comprehensive introduction to the technological, ethical, and societal dimensions of AI and prepare learners for thoughtful, responsible, and effective engagement with emerging technologies.

Foundations of Artificial Intelligence (5 ECTS)

This course introduces the essential concepts, mechanisms, and historical development of AI. Students explore the evolution of the field, learn how predictive and generative models function, and gain hands-on experience using accessible AI tools. The course encourages thoughtful engagement with the promises and limitations of AI in diverse global contexts.

Ethics of Artificial Intelligence (5 ECTS)

This course examines the ethical, philosophical, and cultural questions surrounding AI. Students analyze moral theories, global perspectives on technology, questions of fairness, accountability, transparency, and the challenges posed by algorithmic bias. By exploring case studies and ethical dilemmas, they learn to formulate well-reasoned positions on the responsible design and use of AI.

Societal Implications of the Introduction of Artificial Intelligence (5 ECTS)

This course examines how AI transforms societies, including economies, labor, communication, governance, sustainability, and human relationships. Students explore issues such as surveillance, data protection, gender and technology, environmental costs, and the future of human-machine cooperation. The course highlights how different cultures and communities experience AI in profoundly different ways.

Timeline

The program is designed to be completed within **one semester** and follows the structure below:

Term	Courses
Term 1	<i>Foundations of Artificial Intelligence (5 ECTS)</i>
Term 2	<i>Ethics of Artificial Intelligence (5 ECTS)</i>
Term 3	<i>Societal Implications of the Introduction of Artificial Intelligence (5 ECTS)</i>

Each term includes online materials, facilitated onsite sessions at JWL learning centers, reflective activities, and portfolio-based assessment.

Program Academic Framework

- The certificate requires successful completion of all three modules.
- Each module is assessed through a **portfolio**, combining short analytical tasks, reflective components, and a final integrative assignment.
- Upon successful completion, participants receive a **Certificate** and a **Transcript of Records**, jointly issued by the Catholic University of Eichstätt-Ingolstadt and Jesuit Worldwide Learning.

Who Is This Program For?

The certificate is designed for:

- learners seeking to understand AI beyond technical hype;
- practitioners who wish to work with AI tools responsibly and effectively;
- community leaders, educators, and professionals navigating digital transformation;
- individuals aiming to strengthen their ethical reasoning and digital literacy;
- students interested in the cultural, social, and global dynamics shaping AI.

A Program That Combines Technology, Ethics, and Human Values

The Ethical and Effective AI Use certificate is grounded in the conviction that technological proficiency alone is not enough. In a rapidly transforming world, societies need individuals who can think critically, act ethically, and use AI with wisdom and responsibility.

This program invites learners to explore AI not only as a powerful tool but as a field where questions of justice, dignity, sustainability, and culture are deeply intertwined.

Discover the Skills You Need for an AI-Shaped Future

Artificial Intelligence is transforming our world - how we learn, communicate, work, and solve problems. But with every new possibility comes a new responsibility. The certificate **Ethical and Effective AI Use**, offered by the Catholic University of Eichstätt-Ingolstadt in partnership with Jesuit Worldwide Learning, invites you to become one of the people who shape this transformation with wisdom, courage, and integrity.

This six-month program is designed for learners who want more than technical skills. It is for those who want to understand *how* AI works, but also *why* it matters and *what kind* of society its use creates. You will explore the foundations of AI, examine the ethical questions that surround it, and analyze its global social impacts - from justice and fairness to sustainability and democracy.

Along the way, you will work with accessible AI tools, participate in reflective discussions, and learn to evaluate real cases from your own community, profession, or daily life. Whether you are a student, educator, community leader, or professional, this program will strengthen your digital literacy and help you make informed, responsible decisions in an increasingly AI-driven world.

Upon completion, you will earn a university-recognized certificate (15 ECTS) jointly issued by KU and JWL.

If you are ready to deepen your understanding of AI, to engage with global perspectives, and to develop your capacity to use technology in the service of people, dignity, and the common good, this program is for you.

Feel free to reach out to us if you have questions or would like to know more about the application process.