APPLIED TECHNOLOGY ACADEMY

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Introduction to GenAI

Applied Technology Academy

This course provides a comprehensive introduction to Generative AI for a broad audience. Learners will be introduced to what Generative AI is, where it fits historically and within the current landscape of AI, the different types of Generative AI, and the different opportunities and risks involved in using Generative AI.

LEVEL	DURATION	EXPERIENCE	AVERAGE SALARY	LABS
Introductory	**2 Days**	**Business Skills**	**Varies**	**No**

Course Overview

Working with many curated and engaging demos and labs, and guided by an expert instructor, students will learn about the world of Generative AI and the how to use Generative AI tools efficiently.

- Understand the foundational principles and historical development of Generative AI.
- Differentiate between various Generative AI models and their outputs (text, image, audio, video).
- Evaluate real-world applications of Generative AI and its impact across industries.
- Select and apply the appropriate Generative AI tools for specific tasks or business needs.
- Gain hands-on experience using tools like ChatGPT, DALL-E, and Github Copilot for practical applications.
- Identify ethical concerns, such as bias, privacy, and copyright issues, in the use of Generative AI.
- Develop strategies to mitigate risks while ensuring responsible AI usage and compliance.
- Craft effective prompts to improve the accuracy and relevance of AI-generated content.
- Explore emerging trends in multimodal and personalized Generative AI solutions.
- Build a foundational understanding of AI governance and compliance policies for organizational use.

Course Outline

- Foundations and Evolution of GenAI
- What is Generative AI?
- Demo: GenAI Tools Showcase
- How Does GenAI Work?
- Hands-On Training: Using GenAI Tools
- Ethical Considerations and Limitations of GenAI
- GenAI Compliance and Policy
- Day-end Discussion: How do you feel about GenAI
- Practical Applications of GenAI
- Building Applications with GenAI

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- Hands-on Training: Using GenAI Applications
- Prompt Engineering
- Hands-on Training: Prompt Engineering
- GenAI for Content Creation
- Hands-on Training: Creating a Marketing Campaign using GenAI
- Future of GenAI
- Conclusion and Review
- Discussion and Q/A

Intended Audience

Business professionals

Prerequisites

Basic computer knowledge

Follow-On Courses

- AI/ML Specialist
- Certified AI Practitioner

Ready to enroll? Call 800.674.3550 or email Info@AppliedTechAc.com — private team cohorts, GSA MAS purchasing, military credentialing funding, VA GI Bill and VR&E and student financing available.