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Generative AI for Business Professionals (GenAIBIZ)

CertNexus Authorized Training · Applied Technology Academy

Generative artificial intelligence (AI) is a major milestone in business automation. Despite its recency, it has already had a significant impact on our lives. But, the rapid pace at which generative AI is growing can be overwhelming. And, there are so many facets to this field that it can be difficult to know how to use it effectively to improve the business. This course is designed to demystify generative AI for business professionals, as well as to trace its power to actionable, real-world business goals. It will give you the essential knowledge of generative AI you'll need to elevate the organization in these exciting

LEVEL	DURATION	EXPERIENCE	AVERAGE SALARY	LABS
Beginner	**1 Day**	**0 years: Basic Computing**	**Not Applicable**	**Yes**

Course Outline

- **Lesson 1: AI Fundamentals**
  - Topic A: AI Concepts
  - Topic B: Generative AI Concepts
- **Lesson 2: Generating Text Using AI**
  - Topic A: Identify Text Generation Concepts
  - Topic B: Solve Business Problems Using Text Generation
- **Lesson 3: Generating Images and Video Using AI**
  - Topic A: Identify Image and Video Generation Concepts
  - Topic B: Solve Business Problems Using Image and Video Generation
- **Lesson 4: Generating Audio Using AI**
  - Topic A: Identify Audio Generation Concepts
  - Topic B: Solve Business Problems Using Audio Generation
- **Lesson 5: Generating Code Using AI**
  - Topic A: Identify Code Generation Concepts
  - Topic B: Solve Business Problems Using Code Generation
- **Lesson 6: Identifying Challenges of Generative AI**
  - Topic A: Identify Shortcomings of Generative AI
  - Topic B: Identify Ethical Risks of Generative AI
  - Topic C: Identify Business Concerns of Generative AI
- **Lesson 7: Implementing Business Strategies for Generative AI**
  - Topic A: Apply Best Practices for Generative AI in the Organization

– Topic B: Evaluate the Results of Generative AI Projects

Intended Audience

This course is primarily designed for business leaders, consultants, product and project managers, and other decision makers who are interested in unlocking new business opportunities and augmenting existing business processes using generative AI. It's also a great starting point for any business professionals who want to investigate generative AI solutions for their own individual tasks and workflows.

This course is also designed to assist students in preparing for the CertNexus® GenAIBIZ (Exam GAZ-110) credential.

Prerequisites

To ensure your success in this course, you should have a foundational knowledge of business processes and general business concepts.

You should also have at least a basic understanding of information technology resources and systems, including networks, computers, and other electronic devices used in the enterprise.

Follow-On Courses

- Data Ethics for Business Professionals (DEBIZ)
- Artificial Intelligence for Business Professionals (AIBIZ)
- Data Science for Business Professionals (DSBIZ)

Course Objectives

In this course, you will identify ways in which generative AI can bring significant value to the organization. You will:

- Describe fundamentals of AI and generative AI.
- Generate text using AI.
- Generate code using AI.
- Generate images and video using AI.
- Generate audio using AI.
- Identify the challenges of generative AI.
- Implement organizational strategies for generative AI.

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.