



CertNexus AIBIZ: Artificial Intelligence for Business Professionals



Course Overview

Artificial intelligence (AI) is not just another technology or process for the business to consider—it is a truly disruptive force, one that delivers an entirely new level of results across business sectors. Even organizations that resist adopting AI will feel its impact. If the organization wants to thrive and survive in this transforming business landscape, it will need to harness the power of AI.

This course is designed to help business professionals conquer and move beyond the basics of AI to apply AI concepts for the benefit of the business. It will give you the essential knowledge of AI you'll need to steer the business forward.

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.

Target Audience

- Business Leaders
- Consultants
- Product Managers
- Machine Learning Engineer
- AI Business Analyst
- Data Engineer

Course Objectives

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

- Describe AI fundamentals.
- Identify the functions of AI in business.
- Implement business requirements for AI.

Duration

1/2 Day

Credentials

AIZ-210

Contact Us

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Course Outline

Lesson 1: AI Fundamentals

- Topic A: A Brief History of AI
- Topic B: AI Concepts

Lesson 2: Functions of AI in Business

- Topic A: Improve User Experiences
- Topic B: Segment Audiences
- Topic C: Secure Assets
- Topic D: Optimize Processes

Lesson 3: Implementing Business Requirements for AI

- Topic A: Identify Design Requirements
- Topic B: Identify Data Requirements
- Topic C: Identify Risks in Implementing AI
- Topic D: Develop an AI Strategy

