

# GenAIBIZ™ (Exam GAZ-210): Making Generative AI Work for Your Business

## Course Specifications

### Course Number:

CNX0023

### Course Length:

2 days

## Course Description

### Overview:

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 times.

### Course Objectives:

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

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

### Target Student:

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-210) 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.

## **Course-Specific Technical Requirements**

For this course, you will need one computer for the instructor to display the slide presentations for the course. Slides are provided in PowerPoint format (.pptx). There are no other course-specific technical requirements for the course presentation.

The GenAIBIZ credential that follows the course presentation enables students to receive their GenAIBIZ certificates. To complete the credential, students will need computers with Internet access and a web browser so they can log in to the CHOICE platform and access the **Credential** tile. Be sure each student has an access key to the course on the CHOICE platform, and be ready to supervise the credential completion process.

## **Course Content**

### **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