Using GenAI for Business Activities

Duration: 3 Days

Course Content

A major milestone in business automation has been reached—generative artificial intelligence (AI). Despite its recency, it has already started having 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.

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 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.
- Identify the challenges of generative AI.
- Implement organizational strategies for generative AI.
- Getting the Most from your Spreadsheets, Presentation and Document with GenAI

Course Outline

- AI Fundamentals
    - AI Concepts
    - Generative AI Concepts
- Generating Text Using AI
    - Identify Text Generation Concepts
    - Solve Business Problems Using Text Generation
- Generating Code Using AI
    - Identify Code Generation Concepts
    - Solve Business Problems Using Code Generation
- Generating Images and Video Using AI
    - Identify Image and Video Generation Concepts
    - Solve Business Problems Using Image and Video Generation
- Generating Audio Using AI
    - Identify Audio Generation Concepts
    - Solve Business Problems Using Audio Generation
- Identifying Challenges of Generative AI
    - Identify Shortcomings of Generative AI
    - Identify Ethical Risks of Generative AI
    - Identify Business Concerns of Generative AI
- Implementing Business Strategies for Generative AI
    - Apply Best Practices for Generative AI in the Organization
    - Evaluate the Results of Generative AI Projects
- Getting the Most from Your Documents with GenAI
    - Using AI for Brainstorming and Idea Generation
    - Using AI to Produce Written Text
    - Using AI to Produce Images
- Getting the Most from Your Spreadsheets with GenAI
    - Using AI to Generate Spreadsheet Content
    - Enhancing Your Spreadsheet Productivity with GenAI
    - Solving Problems Using GenAI
- Getting the Most from Your Presentations with GenAI
    - Using AI to Generate Text Ideas and Content
    - Using AI for Graphic Development
    - Using AI to Generate Presenter Notes and Handout Content