# Certnexus - Making ChatGPT and Generative Al Work for You

Course code: GenAIBIZ

A major milestone in business automation has been reached—generative 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.

#### Who is the course for

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.

#### What we teach you

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

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

## Required skills

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.

## Teaching materials

Official guide book for this course

#### Course outline

Al Fundamentals

- Al Concepts
- Generative AI Concepts

# Generating Text Using Al

- Identify Text Generation Concepts
- Solve Business Problems Using Text Generation

# Generating Code Using Al

- Identify Code Generation Concepts
- Solve Business Problems Using Code Generation

## Generating Images and Video Using Al

- Identify Image and Video Generation Concepts
- Solve Business Problems Using Image and Video Generation

#### GOPAS Praha

Kodaňská 1441/46 101 00 Praha 10 Tel.: +420 234 064 900-3 info@gopas.cz

## GOPAS Brno

Nové sady 996/25 602 00 Brno Tel.: +420 542 422 111 info@gopas.cz

#### GOPAS Bratislava

Dr. Vladimíra Clementisa 10 Bratislava, 821 02 Tel.: +421 248 282 701-2 info@gopas.sk



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# Generating Audio Using Al

- Identify Audio Generation Concepts
- Solve Business Problems Using Audio Generation

# Identifying Challenges of Generative AI

- Identify Shortcomings of Generative Al
- Identify Ethical Risks of Generative AI
- Identify Business Concerns of Generative Al

## Implementing Business Strategies for Generative Al

- Apply Best Practices for Generative AI in the Organization
- Evaluate the Results of Generative Al Projects

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Dr. Vladimíra Clementisa 10 Bratislava, 821 02 Tel.: +421 248 282 701-2 info@gopas.sk



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