

# AI in the Enterprise: a guide for managers from strategy to deployment

Course code: AI\_MANAGERS

This course is designed for managers and executives across departments - from strategy, marketing, HR and IT to development, finance and customer service. It will show you how to use AI in your business practice effectively, safely and without hallucinations. You'll learn how to strategically introduce AI into your organization's processes, what tools have a real impact on efficiency, and how to ensure AI works with your company's data, safely and under control.

## Who is the course for

The course is designed for executives, managers and decision-makers who want to understand the possibilities of using artificial intelligence in their organization. It is ideal for those who need to make informed decisions about AI deployment, increase the effectiveness of teams and ensure safe and meaningful use of AI technologies in everyday business practices.

## What we teach you

In one day you will get:

- A clear overview of tools suitable for the corporate environment (ChatGPT, Copilot, AI in Microsoft 365, Google, custom AI assistants...)
- Practical skills - from automating administration and document creation to AI in HR, customer support
- Knowledge of security - including AI Act, GDPR, running AI on your own servers and protecting sensitive data
- Strategic framework - how to integrate AI into business processes, what are the key benefits, risks and pitfalls

The course will result in:

- Ability to make independent decisions about deploying AI in the company.
- Increase the efficiency of teams without compromising security
- Suggesting concrete steps for using AI in your organization text

## Course outline

Presentation of the discussed material in printed or online form.

- 1. AI assistants for personal and work use: ChatGPT, Perplexity, Claude, Gemini, Copilot...
- (Why not use French Mistral for Czech texts and when to choose AI according to language model)
- Corporate AI solutions: Microsoft & Google- Microsoft 365 Copilot - integrating AI directly into Word, Excel, PowerPoint, Outlook and Teams
- - Microsoft Copilot Studio - create custom AI assistants for business processes
- - Google NotebookLM - the best knowledge base assistant. No hallucinations.
- - Google AI Studio - app creation, video analysis, image and video creation
- - AI on your own device: notebook, PC or corporate server
- Offline AI / on premise solutions: Secure AI tools for sensitive data and GDPR: GPT4All, LMStudio, Ollama...
- (How to train your own model and why it makes sense in the enterprise)
- Nearly eliminating AI hallucinations in the corporate environment
- (How to eliminate wrong answers with AI technologies from Google and Microsoft)
- Creative AI
- - Editing and visual content creation: ChatGPT, Leonardo AI, Krea (Why Canva may not be the ideal choice)
- - Multimedia and generative AI: video creation using SORA, Runway, AI from Facebook and Google
- AI computer control and new interaction with technology - OpenAI Operator, Anthropic or Google allows you to control your computer with voice and natural language
- Dubbing, subtitling of videos. Transcripts and meeting proceedings. AI tools to automate recordings
- AI for analyzing the environment and interacting with visual data - Google AI Studio enables camera tracking, screen capturing or video analysis for advanced use.
- Security, Legislation, AI ACT.

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