

# AWS Discovery Days – Generative AI Essentials for Business and Technical Decision Makers

**Course Duration: 8 Hours**

**Course Code: AWS-GAI-DBM**

## 1. Course Overview

This AWS Discovery Days course introduces business and technical decision-makers to the fundamentals of Generative AI and its practical applications within enterprises. Participants will gain an understanding of key AI concepts, AWS AI/ML services, and learn how to evaluate and implement AI solutions to drive business value and innovation.

## 2. What You'll Learn:

- Understand the basics of Generative AI and its business impact.
- Explore AWS AI/ML services and tools for building AI solutions.
- Identify opportunities to leverage AI for automation, personalization, and innovation.
- Learn best practices for integrating AI into business processes.
- Gain insights into AI ethics, governance, and responsible AI usage.

## 3. Target Audience:

- Business decision-makers looking to understand the potential of Generative AI.
- Technical decision-makers evaluating AI solutions for enterprise adoption.
- Enterprise architects, managers, and product leaders planning AI strategies.

## 4. Pre-Requisites:

- Basic understanding of cloud computing concepts.
- Familiarity with business processes and IT strategy is helpful but not mandatory.
- No prior experience with AI or machine learning is required.

## 5. Course Content (Modules):

**Module 1:** Introduction to Generative AI – Concepts and Business Impact

**Module 2:** Overview of AWS AI/ML Services

**Module 3:** Use Cases and Applications of Generative AI in Business

**Module 4:** Implementing AI Solutions with AWS

**Module 5:** Best Practices, AI Governance, and Responsible AI

**Module 6:** Hands-on Demonstration / Lab Experiences (Optional)

**Module 7:** Q&A and Next Steps for AI Adoption