

CertNexus Artificial Intelligence for Business

Professionals AIBIZ Course

Course Duration: 8 Hrs.

Course Code: AIBIZ-110

Course Overview

The **CertNexus Artificial Intelligence for Business Professionals (AIBIZ)** course is designed to help business leaders and non-technical professionals understand how artificial intelligence can be leveraged to drive innovation and competitive advantage. This course focuses on practical AI concepts, real-world business applications, and decision-making considerations rather than technical implementation. Participants will gain the knowledge needed to evaluate AI opportunities, collaborate with technical teams, and adopt AI responsibly within their organizations while preparing for the AIBIZ certification exam.

What You'll Learn?

By completing this course, you will be able to:

- Understand fundamental artificial intelligence concepts
- Identify AI use cases across different business functions
- Interpret AI-driven insights for decision-making
- Collaborate effectively with AI and data science teams
- Evaluate AI risks, ethics, and governance considerations
- Make informed decisions about AI adoption and strategy
- Prepare confidently for the CertNexus AIBIZ certification exam

Target Audience

This course is ideal for:

- Business Leaders and Executives
- Product Managers and Business Analysts
- Managers and Decision Makers
- Sales, Marketing, and Operations Professionals
- Professionals seeking AI literacy and certification

Pre-Requisites

Participants should have:

- Basic understanding of business processes
- Familiarity with data-driven decision-making
- Interest in artificial intelligence applications
- No technical or programming background required

Course Content

Module 1: Introduction to Artificial Intelligence

- AI concepts, history, and terminology
- Types of AI and real-world applications
- AI trends and business impact

Module 2: AI in Business Functions

- AI use cases in marketing, sales, finance, and operations
- Automation and intelligent decision-making
- Measuring AI value and outcomes

Module 3: Data, Analytics, and AI

- Role of data in AI systems
- Understanding analytics and insights
- Data quality and governance basics

Module 4: AI Strategy and Implementation

- Identifying AI opportunities
- Building an AI business case
- Working with vendors and internal teams

Module 5: Ethics, Risk, and Responsible AI

- Bias, fairness, and transparency
- Legal and compliance considerations
- Responsible AI practices

Module 6: AI Adoption and Exam Preparation

- AI maturity and adoption roadmap
- Change management for AI initiatives
- Certification exam overview and preparation tips