

## CertNexus IoTBIZ Course

**Course Duration: 8 Hrs.**

**Course Code: IoTBIZ-110**

### Course Overview

The **CertNexus IoTBIZ (Internet of Things for Business Professionals)** course is designed to help business leaders and non-technical professionals understand how IoT technologies create business value. This course focuses on IoT concepts, real-world business use cases, benefits, risks, and strategic decision-making rather than technical implementation. Participants will gain the knowledge needed to evaluate IoT opportunities, work with technical teams, and support successful IoT initiatives while preparing for the CertNexus IoTBIZ certification exam.

### What You'll Learn?

By completing this course, you will be able to:

- Understand core Internet of Things concepts and terminology
- Identify IoT use cases across different industries
- Evaluate the business value and ROI of IoT solutions
- Understand IoT data, analytics, and insights
- Recognize IoT security, privacy, and risk considerations
- Collaborate effectively with IoT technical teams
- Prepare confidently for the CertNexus IoTBIZ certification exam

### Target Audience

This course is ideal for:

- Business Leaders and Executives

- Product Managers and Business Analysts
- Operations, Supply Chain, and Marketing Professionals
- Consultants and Decision Makers
- Professionals seeking IoT business literacy

## Pre-Requisites

Participants should have:

- Basic understanding of business processes
- Interest in digital transformation and emerging technologies
- No technical or IoT background required

## Course Content

### Module 1: Introduction to Internet of Things for Business

- What is IoT?
- IoT ecosystem and market trends
- Business impact of IoT

### Module 2: IoT Business Use Cases

- IoT applications across industries
- Smart products and services
- Operational efficiency and innovation

### Module 3: IoT Architecture and Data Flow (Business View)

- High-level IoT architecture
- Data collection and information flow
- Role of analytics in IoT

## **Module 4: Value, ROI, and IoT Strategy**

- Building an IoT business case
- Measuring value and return on investment
- IoT adoption roadmap

## **Module 5: IoT Risk, Security, and Governance**

- IoT security and privacy concerns
- Regulatory and compliance considerations
- Managing risk in IoT initiatives

## **Module 6: IoT Adoption and Exam Preparation**

- Organizational readiness for IoT
- Change management and stakeholder alignment
- Certification exam overview and preparation tips