

Generative AI for Business Professionals

(GenAIBIZ) Course

Course Duration: 4 Hrs.

Course Code: GenAIBIZ-110

Course Overview

The **Generative AI for Business Professionals (GenAIBIZ)** course is designed to help business leaders and non-technical professionals understand how generative AI technologies such as ChatGPT, large language models, image generators, and automation tools can be applied to real-world business scenarios. This course focuses on business value, use cases, risks, ethics, and strategic adoption of generative AI rather than technical development. Participants will gain the knowledge needed to make informed decisions, drive innovation, and leverage generative AI responsibly within their organizations.

What You'll Learn?

By completing this course, you will be able to:

- Understand the fundamentals of generative AI and how it works
- Identify practical business use cases for generative AI
- Improve productivity using AI-powered tools
- Understand benefits, limitations, and risks of generative AI
- Apply ethical, legal, and governance considerations
- Develop a basic generative AI adoption strategy
- Communicate effectively with technical and AI teams

Target Audience

This course is ideal for:

- Business Leaders and Executives
- Managers and Team Leads
- Product Managers and Business Analysts
- Marketing, HR, Sales, and Operations Professionals
- Entrepreneurs and Consultants

Pre-Requisites

Participants should have:

- Basic understanding of business operations
- Interest in artificial intelligence and digital transformation
- No programming or technical AI background required

Course Content

Module 1: Introduction to Generative AI

- What is generative AI?
- Types of generative AI models
- Current trends and business impact

Module 2: Generative AI Tools and Capabilities

- Text, image, and content generation tools
- AI assistants and copilots
- Automation and workflow enhancement

Module 3: Business Use Cases of Generative AI

- Marketing, content, and customer support
- HR, training, and knowledge management

- Operations and decision support

Module 4: Value, Productivity, and Strategy

- Measuring business value and ROI
- Selecting the right use cases
- Building a generative AI roadmap

Module 5: Risks, Ethics, and Governance

- Data privacy and security risks
- Bias, hallucinations, and misuse
- Ethical and responsible AI practices

Module 6: Adoption, Change Management, and Best Practices

- Organizational readiness for AI
- Change management and upskilling
- Best practices and future outlook