

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

**Course Duration: 08 Hours**

**Course Code: AWS-DD**

## 1. Course Overview

The **MAWS Discovery Days – Generative AI Essentials** course is designed to help business leaders and technical decision-makers understand the fundamentals of Generative AI and its real-world applications. This course provides insights into how AI-driven solutions can transform business operations, improve productivity, and drive innovation using modern cloud-based technologies.

## 2. What You'll Learn

- Fundamentals of Generative AI and its core concepts
- Key use cases of AI in business and technology
- How Generative AI impacts decision-making and strategy
- Overview of AI/ML services and tools in cloud platforms
- Responsible AI practices and ethical considerations
- Identifying opportunities to implement AI in your organization

## 3. Target Audience

- Business Leaders and Executives
- Technical Decision Makers
- IT Managers and Consultants
- Digital Transformation Leaders
- Product Managers and Innovation Heads

- Anyone interested in understanding Generative AI from a strategic perspective

## 4. Pre-Requisites

- Basic understanding of business processes or IT concepts
- No prior AI/ML experience required
- Interest in digital transformation and emerging technologies

## 5. Course Content (Modules)

### **Module 1: Introduction to Generative AI**

- What is Generative AI
- Evolution of AI and Machine Learning
- Key terminology and concepts

### **Module 2: Business Value of Generative AI**

- Use cases across industries
- ROI and business impact
- Case studies and real-world examples

### **Module 3: Generative AI Technologies Overview**

- Foundation models and LLMs
- Natural Language Processing (NLP) basics
- Image and content generation technologies

### **Module 4: AI on Cloud Platforms**

- Overview of cloud-based AI services
- Introduction to AI tools and platforms
- Deployment basics

## **Module 5: Responsible and Ethical AI**

- Bias and fairness in AI
- Data privacy and security
- Governance and compliance

## **Module 6: Implementing Generative AI in Business**

- Identifying opportunities
- Planning AI adoption
- Challenges and best practices

