



Generative AI: Technology, Business, and Society

PROGRAM

Stanford | ONLINE

Quick Facts

DELIVERY: Online, Self-Paced.

HOURS TO COMPLETE: 9-14 hours per course, 34 hours to earn the certificate.

TOTAL COURSES: Complete 3 courses to earn a certificate.

PRICING: \$2,985 Program All-Access Plan or \$995 per course.

CERTIFICATE EARNED: Stanford Certificate of Completion in Generative AI: Technology, Business, and Society.

APPLICATION/PREREQUISITES: No application or prerequisites are required to enroll in this program. A basic understanding of computer science and AI concepts may be helpful for the Technical Fundamentals of Generative AI course.

ASSESSMENT: Multiple-choice exam at the end of each course, with an 85% passing score required to pass the course.

LEARNING EXPERIENCE:

Immerse yourself in a unique conference-style learning experience featuring expert-led lectures, knowledge checks to assess understanding, and practical exercises to foster skill development.



Overview

Recent advancements in generative AI are reshaping industries, pushing technological boundaries, and revolutionizing creative processes. In this fast-changing landscape it is imperative for leaders to grasp the implications of this transformation for their businesses, technologies, and society at large.

This comprehensive program covers technical fundamentals, business implications, and societal considerations, all with a focus on putting people first. In this program you will:

- Explore the capabilities and limitations of Generative AI.
- Learn cost-efficient approaches to building, training, and selecting foundation models.
- Discover the best ways to structure AI initiatives to boost creativity and productivity.
- Balance ethical considerations, fairness, privacy, and safety in AI projects.
- Examine real-world examples from robotics and healthcare.
- Develop business and technological solutions prioritizing human well-being.



ACADEMIC DIRECTOR

James Landay

Denning Co-Director (Acting) of Stanford HAI, Anand Rajaraman and Venky Harinarayan Professor and Senior Fellow at the Stanford Institute for HAI