



3 Courses

GenAI for Executives &  
Business Leaders: An  
Introduction

GenAI for Execs & Business  
Leaders: Integration  
Strategy

GenAI for Execs & Business  
Leaders: Formulate Your  
Use Case



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**Amine El-Hend**

has successfully completed the online, non-credit Specialization

# Generative AI for Executives and Business Leaders

Individuals who completed this specialization demonstrated an ability to generalize and adapt generative AI applications from multiple business areas to their area of business expertise. They can write effective genAI prompts to use the AI as a brainstorming tool and think critically and reflectively to evaluate the validity of its output. They demonstrated capabilities to formulate plausible AI integration use cases strategically suited to their own business context. They acknowledge the risks involved with genAI use and can relate the necessity of compliance with regulations, and mitigating those risks through governance, and ethics to their business area or industry.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

*IBM AI Academy Faculty*

IBM AI Academy

Bethany S. Hudnutt  
Instructional Designer  
Skill Up Technologies

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