

## Generative AI for Business: Training Plan

Day	Topic	Sub-Topic	Learning Objective	Concepts	Interactive Session	Duration in hours
Day 1	Introduction to Generative AI	What is Generative AI?	Understand the impact of Generative AI in business	Definition, Evolution, Business Impact	No	0.5
	Business Applications of Generative AI	Industry-Specific Use Cases	Explore how businesses leverage Generative AI	Marketing, Finance, Healthcare, Customer Support	No	0.5
	AI-Driven Decision Making	How AI assists business leaders	Understand how AI supports strategic decision-making	Data-Driven Decisions, AI-powered Insights	Yes (Case study on AI decision making)	1.0
	Generative AI in Marketing	Content Creation & Personalization	Learn how AI is used for content generation	Ad Copywriting, Email Marketing, Chatbots	Yes (AI-powered marketing tools)	1.0
	Ethics & Challenges	Bias, Privacy & AI Regulations	Understand risks, legal & ethical considerations	Bias in AI, Data Privacy, Compliance	No	0.5
Day 2	Implementing AI in Business	Adoption Strategies	Learn how to integrate AI into business workflows	AI Adoption Frameworks, ROI Analysis	No	0.5
	AI-Powered Productivity Tools	AI for Efficiency	Explore tools that enhance workplace productivity	AI-based Automation, Virtual Assistants	Yes (Demo of AI productivity tools)	1.0
	Competitive Advantage with AI	AI and Business Growth	Discover how AI provides a competitive edge	Innovation, Cost Reduction, Personalization	Yes (Use case discussion)	1.0
	Hands-On Strategy Workshop	Creating AI Business Strategies	Develop an AI strategy for a business problem	Case Studies, Business Strategy Frameworks	Yes (Collaborative strategy development)	2.0