



Generative AI: Fundamentals

Generative AI: Fundamentals is a 2-day course that equips business leaders with essential insights into Generative AI's impact on business strategy. The course covers foundational concepts, distinguishing Generative AI from other approaches and showcasing its practical applications. Participants explore Generative Models like Autoencoders and GANs. The course focuses on ethical considerations, navigating challenges, and developing a strategic roadmap for integrating Generative AI responsibly. Through practical examples and discussions, business leaders emerge equipped to make informed decisions and harness the potential of Generative AI in their organizations.

Objectives

After this course, you will be able to:

- Introduce business leaders to the concept of Generative AI and its potential impact.
- Highlight practical applications of Generative AI in various business contexts.
- Discuss ethical considerations and challenges in deploying Generative AI.
- Enable participants to envision strategies for leveraging Generative AI to enhance business outcomes.

Prerequisites

In order to succeed in this course, you will need:

- Basic familiarity with artificial intelligence concepts (no technical background required).
- An interest in understanding how AI can drive innovation in business.

Length

2 days

Outline

Day 1: Understanding Generative AI and Applications

Introduction Generative AI

- Defining Generative AI and its relevance for businesses.
- Distinguishing Generative AI from other AI approaches.
- Key benefits and potential applications.

Generative Models Overview

- Brief overview of Generative models: Autoencoders, VAEs, GANs.
- Understanding how Generative models create data and content.
- Practical examples of Generative AI applications.

Marketing and Personalization

- Content generation for marketing campaigns and personalized experiences.
- Leveraging Generative AI to enhance customer engagement.
- Case studies showcasing effective marketing strategies.

Day 2: Ethical Consideration and Strategy Development

Ethical Considerations and Challenges

- Addressing bias and fairness in Generative AI applications.
- Navigating legal and ethical implications.
- Ensuring transparency and fairness in Generative AI applications.

Business Strategy and Future Trends

- Identifying opportunities for integrating Generative AI into business operations.
- Trends and potential impacts on industries.
- Creating a preliminary roadmap for adopting Generative AI.

Real-world Applications and Discussion

- In-depth analysis of practical Generative AI use cases across industries.
- Facilitated discussions on challenges and opportunities.