Generative AI Foundations for Business Users

Duration: 24 hours

Course Overview

This comprehensive course equips business users with a strategic and hands-on understanding of artificial intelligence—demystifying its evolution, technologies, and high-impact applications across sectors. Through a blend of real-world case studies, simulations, and collaborative exercises, participants will explore core AI concepts, generative AI tools, ethical frameworks, and prompt engineering techniques tailored for business use. The curriculum builds progressively from foundational knowledge to strategic deployment, emphasizing responsible innovation, leadership alignment, and practical adoption. By course end, participants will have developed a forward-looking AI roadmap and innovation pitch, preparing them to confidently lead AI-driven transformation in their organizations.

Pre-requisites

None

Course Content

Module 1: Demystifying AI & Business Applications

- What is AI?
- History & evolution
- Types of AI
- Business applications
- Common misconceptions
- AI maturity models
- Case: Netflix recommendation engine
- Business simulation: "Spot the AI"

Module 2: AI Technologies & Business Applications

- ML, DL, NLP overview
- Applications across sectors
- Real vs hype
- RPA vs AI comparison
- Case: Amazon's demand forecasting
- Intro to vector embeddings & search
- Sector deep dive & discussion

Module 3: Introduction to Generative AI

- What is GenAI?
- Key tools & use cases
- Risks & ethics
- GenAI and IP risks
- Case: Bloomberg GPT in finance

- Exploring various practical tools

Module 4: Strategic AI

- Building vision
- Change management
- Collaboration with tech
- Case: IKEA's AI-driven logistics
- Exercise: Draft AI org chart
- Strategy canvas exercise

Module 5: Responsible and Ethical AI

- Core principles
- Bias & explainability
- Legal landscape
- Stakeholder trust
- UNESCO AI ethics guidelines
- Real-world failures: COMPAS system
- AI transparency scorecard
- Ethical debate & case simulation

Module 6: Prompt Engineering for Business Leaders

- What is prompt engineering?
- Designing prompts
- Business use cases
- Prompt chaining for workflows
- Reverse-engineering poor prompts
- Templates for HR, Sales, Ops
- Prompt lab & pair exercises
- Prompt lab & peer feedback

Module 7: Driving Innovation & AI Adoption

- Identifying opportunities
- Piloting & scaling AI initiatives
- Building an AI-ready culture
- Leadership traits
- AI innovation canvas
- Case: Zara's AI-powered inventory model
- Capstone: AI roadmap & pitch
- Innovation workshop
- Capstone group presentation