Generative AI for Business Leaders

Duration: 12 hours

Course Overview

This course focuses on how modern AI tools create measurable business value across productivity, decision-making, customer experience, and operational efficiency. Learn how modern AI tools like **Microsoft 365 Copilot, Copilot Agents, Google NotebookLM, and Perplexity AI** drive productivity.with hands-on practice and real-world use cases, you'll gain the skills to **responsibly harness AI** and deliver measurable outcomes for your business.

Prerequisites

- General awareness of business processes and enterprise environments
- Basic familiarity with digital productivity tools such as email, documents, and spreadsheets
- No prior technical or programming knowledge required

Platform Access: M365 Copilot Pro Subscription

Course Contents

Module 1: AI and Business Value – Executive Perspective

- Understanding how AI drives productivity, efficiency, and competitive advantage
- Key AI benefits across strategy, operations, customer experience, and decision-making
- Overview of Microsoft's AI business value pillars and real-world impact
- Executive role in AI adoption and value realization

Module 2: AI Tools Landscape for Business Leaders

- Overview of the modern AI tools ecosystem used in business
- Differences between consumer AI assistants and enterprise AI platforms
- Tool selection based on business tasks, data sensitivity, and governance
- Understanding trust, security, and data boundaries in AI usage

Module 3: Microsoft Copilot for Enterprise Productivity

- Introduction to Microsoft 365 Copilot and its role in daily business work
- Using Copilot in Word, PowerPoint, Excel, Outlook, and Teams for productivity
- High-level Copilot architecture and enterprise security considerations
- Business case examples showcasing productivity and efficiency gains

Module 4: Copilot Agents, Workflows, and Business Automation

- Understanding Copilot Agents and their role in business process automation
- Declarative agent creation concepts for non-technical users
- Using workflows to automate reporting, approvals, and information access
- Human-in-the-loop design, governance, and oversight considerations

Module 5: Multi-Platform AI Tools for Research and Insight

- Using Google NotebookLM for document-based knowledge exploration
- Leveraging Perplexity AI and Comet browser for real-time research and insights
- Comparing outputs across AI tools for accuracy, grounding, and usability
- Selecting the right AI tool for research, analysis, and decision support

Module 6: Prompting, Responsible AI, and Executive Use Cases

- Prompt engineering techniques for business and leadership tasks
- Using AI for strategy notes, executive summaries, and decision briefs
- Understanding hallucinations, bias, and Responsible AI principles
- Guidelines for safe, ethical, and effective AI usage in business contexts

Skills Gained:Automate workflows, generate reports, and create content instantly with AI — plus brainstorm ideas, Using AI Responsibly, browse smarter, and streamline daily tasks like planning shopping.

Note: Demonstrations and hands-on exercises will be included across all modules to reinforce tool usage and business application of AI concepts.