

## CN-AIBIZ Artificial Intelligence (AI) for Business Professionals



DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
Half Day	Fundamentals	Artificial Intelligence	Classroom or Virtual	NA

### INTRODUCTION

In the past, popular thought treated artificial intelligence (AI) as if it were the domain of science fiction or some far-flung future.

In the last few years, however, AI has been given new life. The business world has especially given it renewed interest. However, AI is not just another technology or process for the business to consider—it is a truly disruptive force, one that promises to deliver an entirely new level of results for all aspects of the business. Even organizations that resist adopting AI will feel its impact. If the organization wants to thrive and survive in this transforming business landscape, it will need to harness the power of AI.

Despite its promises, AI can seem like a daunting concept for business professionals. How can you hope to apply AI to your own business if you cannot see beyond the vague buzzwords and hype? That is why this course was created: to give you the essential knowledge of AI you will need to steer the business forward.

### AUDIENCE PROFILE

This course is primarily designed for business leaders, consultants, product and project managers, and other decision-makers who are interested in growing the business by leveraging the power of AI. Other individuals who wish to explore basic AI concepts are also candidates for this course.

This course is also designed to assist students in preparing for the CertNexus® AIBIZ™ (Exam AIZ-210) credential.

### PREREQUISITES

To ensure your success in this course, you should have foundational knowledge of business processes and general concepts. You should also have at least a basic understanding of information technology resources and systems, including networks, computers, and other electronic devices used in the enterprise.

### COURSE OBJECTIVES

In this course, you will identify ways in which AI can bring significant value to the business. You will:

- Describe AI fundamentals.
- Identify the functions of AI in business.
- Implement business requirements for AI.

### COURSE CONTENT

#### Lesson 1: AI Fundamentals

- Brief History of AI
- AI Concepts

- Segment Audiences
- Secure Assets
- Optimize Processes

- Identify Data Requirements
- Identify Risks in Implementing AI
- Develop an AI Strategy

#### Lesson 2: AI Implementations

- Improve User Experiences

#### Lesson 3: The Impact of AI

- Identify Design Requirements

### ASSOCIATED CERTIFICATIONS & EXAM

This associated exam (#AIZ-210) will certify that the candidate has foundational knowledge of AI concepts, technologies, algorithms, and applications.

Upon completion of this course, delegates will receive an MIE attendance certificate.