

CertNexus GenAIBIZ

GENERATIVE AI & PROMPTING FOR BUSINESS INNOVATION

Exam: GAZ-110

Duration: 2 days; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

In this comprehensive 2-day workshop, participants will gain a strong foundation in generative AI and prompt engineering using ChatGPT. You will begin by exploring the core concepts and practical business applications of generative AI across text, code, images, video, and audio. You'll learn how to evaluate and implement AI-driven strategies in real business contexts, while also addressing the ethical, operational, and technological challenges associated with this transformative technology. On the second day, the focus shifts to mastering prompt creation—learning how ChatGPT interprets instructions, and how to craft, refine, and troubleshoot prompts for maximum effectiveness. Through hands-on sessions, you will apply techniques like system instructions and role-playing to guide ChatGPT's output with precision. By the end of the program, you'll be well-equipped to harness generative AI tools like ChatGPT for productivity, creativity, and innovation in both organizational and individual workflows.

OBJECTIVES

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

- Describe the core concepts of AI and generative AI.
- Identify various generative outputs: text, code, images, audio, video.
- Use ChatGPT effectively for different business and individual tasks.
- Apply prompting principles to guide output quality, clarity, and relevance.
- Use system instructions and persona-based prompting.
- Debug and improve underperforming prompts.
- Evaluate ethical challenges and define AI success metrics for business.
- Develop practical strategies to integrate generative AI into business processes.

PREREQUISITES

To ensure your success in this course, you should have a foundational knowledge of business processes and general business 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.

AUDIENCE

- Business leaders, consultants, managers, and decision-makers aiming to enhance workflows and productivity using AI.

- Professionals from non-technical or technical backgrounds seeking to integrate AI tools like ChatGPT in their daily operations.
- Anyone curious about leveraging generative AI to solve business problems or elevate personal productivity.

This course is also designed to assist students in preparing for the CertNexus® GenAIBIZ (Exam GAZ-110) credential.

COURSE CONTENTS

Module 1: AI Fundamentals

- **Topic A:** AI Concepts
- **Topic B:** Generative AI Concepts

Module 2: Generating Text Using AI

- **Topic A:** Identify Text Generation Concepts
- **Topic B:** Solve Business Problems Using Text Generation

Module 3: Generating Code Using AI

- **Topic A:** Identify Code Generation Concepts
- **Topic B:** Solve Business Problems Using Code Generation

Module 4: Generating Images and Video Using AI

- **Topic A:** Identify Image and Video Generation Concepts
- **Topic B:** Solve Business Problems Using Image and Video Generation

Module 5: Generating Audio Using AI

- **Topic A:** Identify Audio Generation Concepts
- **Topic B:** Solve Business Problems Using Audio Generation

Module 6: Identifying Challenges of Generative AI

- **Topic A:** Identify Shortcomings of Generative AI
- **Topic B:** Identify Ethical Risks of Generative AI
- **Topic C:** Identify Business Concerns of Generative AI

Module 7: Implementing Business Strategies for Generative AI

- **Topic A:** Apply Best Practices for Generative AI in the Organization
- **Topic B:** Evaluate the Results of Generative AI Projects

Module 8: Overview of ChatGPT

- What is ChatGPT and how it works
- Capabilities and limitations

Module 9: Basics of Prompting

- Principles of prompt design: clarity, tone, specificity

Module 10: Hands-on Prompt Crafting

- Real-world exercises for different scenarios
- Peer review and refinement

Module 11: Exploring Prompting Techniques

- Using system instructions
- Role-playing with personas

Module 12: Debugging Prompts

- Common issues and troubleshooting
- Prompt refinement exercises