Making ChatGPT and Generative AI Work for You (GenAIBIZ™)

CertNexus

Live Training (também disponível em presencial)

- **Localidade:**
- **Data:** 30 Nov 2026
- **Preço:** 380 € (Os valores apresentados não incluem IVA. Oferta de IVA a particulares e estudantes.)
- **Horário:** Laboral das 9h30 às 17h30
- **Nível:** Entrada
- **Duração:** 7h

Sobre o curso

A major milestone in business automation has been reached—generative AI. Despite its recency, it has already started having a significant impact on our lives. But, the rapid pace at which generative AI is growing can be overwhelming. And, there are so many facets to this field that it can be difficult to know how to use it effectively to improve the business.

This course is designed to demystify generative AI for business professionals, as well as to trace its power to actionable, real-world business goals. It will give you the essential knowledge of generative AI you'll need to elevate the organization in these exciting times.

EXAM

Upon successful completion of the GAZ-110 assessment, business professionals will demonstrate an understanding of what generative AI is, how it relates to and can benefit business functions, how to identify potential risks, and how to identify the challenges and milestones of implementing generative AI and becoming a generative AI–driven organization.

- **Number of Items**: 25
- **Passing Score**: 76% or 19/25 items
- **Items Duration**: Estimated 20-45 minutes, candidates may retake as many times as desired.
- **Exam Options**: Online
- **Item Formats**: Multiple Choice/Multiple Response

Upon completion candidates will earn the CertNexus GenAIBIZ credential.

Destinatários

This course is primarily designed for business leaders, consultants, product and project managers, and other decision makers who are interested in unlocking new business opportunities and augmenting existing business processes using generative AI. It’s also a great starting point for any business professionals who want to investigate generative AI solutions for their own individual tasks and workflows.

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

Objetivos

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

You will:

- Describe the fundamentals of AI and generative AI.
- Generate text using AI.
- Generate code using AI.
- Generate images and video using AI.
- Generate audio using AI.
- Identify the challenges of generative AI.
- Implement organizational strategies for generative AI.

Pré-requisitos

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.

Programa

- AI Fundamentals
- Generating Text Using AI
- Generating Code Using AI
- Generating Images and Video Using AI
- Generating Audio Using AI
- Identifying Challenges of Generative AI
- Implementing Business Strategies for Generative AI

AI Fundamentals

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

Generating Text Using AI

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

Generating Code Using AI

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

Generating Images and Video Using AI

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

Generating Audio Using AI

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

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

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