Generative AI for Executives

Amazon

Live Training (também disponível em presencial)

- **Localidade:**
- **Data:** 31 Aug 2026
- **Preço:** 430 € (Os valores apresentados não incluem IVA. Oferta de IVA a particulares e estudantes.)
- **Horário:** Laboral das 9h30 às 17h30
- **Nível:** Entrada
- **Duração:** 4h

Sobre o curso

Learn to drive business value and implement generative AI safely and responsibly.

In this course, you will learn how to leverage generative artificial intelligence (AI) within your organization. We'll cover how to drive business value with generative AI, the use cases across various industries, and the considerations to implement generative AI safely and responsibly. The goal of this course is to provide you with the fundamental concepts and tools you'll need to successfully lead generative AI initiatives within your organization.

Destinatários

Executives and Senior Business Leaders

Objetivos

- Recognize the potential business value of generative AI
- Identify real world use cases that you can implement today
- Manage the people, process, and technology changes needed to be successful
- Use generative AI safely and responsibly
- Identify the specific steps you can take to get started with generative AI

Condições

Após a formação, é possível adquirir, o exame de certificação do parceiro oficial com 10% de desconto. Oferta

válida até 6 meses após a conclusão do curso.

Programa

- Introduction to Generative AI
- Generative AI Use Cases
- Overcoming Technical and Organizational Challenges
- Implementation
- Next Steps in Your Generative AI Journey

Introduction to Generative AI

- Definitions and terminology
- AWS approach to generative AI

Generative AI Use Cases

- Common use cases
- Real-world case studies

Overcoming Technical and Organizational Challenges

- Security
- Accuracy
- Cost
- People and culture

Implementation

- Identifying your use case
- Assessing data, technology, people, and processes
- Evaluating business impact and scaling

Next Steps in Your Generative AI Journey

- Next steps and additional resources
- Course summary