

INTRODUCTION TO GENAI

Course Code: 840038

Gain an understanding of Generative AI and how to apply it to your life.

This course provides a comprehensive introduction to Generative AI for a broad audience. Learners will be introduced to what Generative AI is, where it fits historically and within the current landscape of AI, the different types of Generative AI, and the different opportunities and risks involved in using Generative AI.

What You'll Learn

Working with many curated and engaging demos and labs, and guided by an expert instructor, students will learn about the world of Generative AI and the how to use Generative AI tools efficiently.

- Understand the foundational principles and historical development of Generative AI.
- Differentiate between various Generative AI models and their outputs (text, image, audio, video).
- Evaluate real-world applications of Generative AI and its impact across industries.
- Select and apply the appropriate Generative AI tools for specific tasks or business needs.
- Gain hands-on experience using tools like ChatGPT, DALL-E, and Github Copilot for practical applications.
- Identify ethical concerns, such as bias, privacy, and copyright issues, in the use of Generative AI.
- Develop strategies to mitigate risks while ensuring responsible AI usage and compliance.
- Craft effective prompts to improve the accuracy and relevance of Al-generated content.
- Explore emerging trends in multimodal and personalized Generative Al solutions.
- Build a foundational understanding of AI governance and compliance policies for organizational use.

Who Needs to Attend

Frontline end users, stakeholders, and decision-makers who have little to no coding experience

Prerequisites

Basic computer knowledge



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VIRTUAL CLASSROOM LIVE

\$1,595 USD

2 Day

Virtual Classroom Live Outline

Foundations and Evolution of GenAl

- What is Generative AI?
- Demo: GenAl Tools Showcase
- · How Does GenAl Work?
- Hands-On Training: Using GenAl Tools
- Ethical Considerations and Limitations of GenAl
- GenAl Compliance and Policy
- Day-end Discussion: How do you feel about GenAl

Practical Applications of GenAl

- Building Applications with GenAl
- Hands-on Training: Using GenAl Applications
- Prompt Engineering
- Hands-on Training: Prompt Engineering
- GenAl for Content Creation
- Hands-on Training: Creating a Marketing Campaign using GenAl
- Future of GenAI
- · Conclusion and Review
- Discussion and Q/A

Dec 4 - 5, 2025 | 8:30 AM - 4:30 PM EST

Jan 22 - 23, 2026 | 8:30 AM - 4:30 PM EST

Mar 2 - 3, 2026 | 8:30 AM - 4:30 PM EST

Apr 16 - 17, 2026 | 8:30 AM - 4:30 PM EDT

May 28 - 29, 2026 | 8:30 AM - 4:30 PM EDT



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PRIVATE GROUP TRAINING

2 Day

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