



Advanced Credentials

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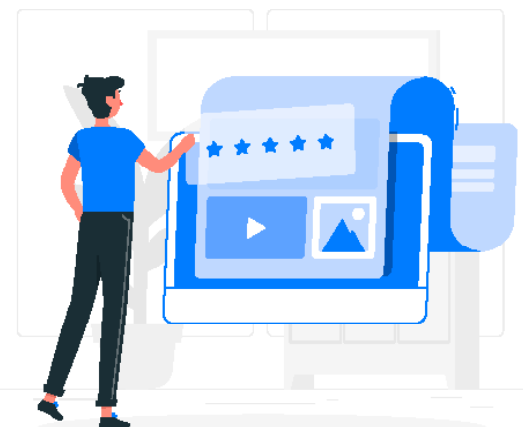
# PROGRAM PLAN



# GENERATIVE AI FOR BUSINESS

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# About Advanced Credentials

Advanced Credentials is a premier provider of certification programs worldwide, offering specialized certification courses in various areas such as Generative AI, Human Resources, Environmental, Social, and Governance (ESG), and more. Their programs cater to different experience levels and specialization needs, providing tailored certification paths for professionals across industries.

The certification programs offered by Advanced Credentials are designed to address the dynamic nature of modern business environments comprehensively and practically. Credential holders demonstrate in-depth knowledge of key business principles, possess an awareness of the complexities across various functional areas, apply concepts in real-world scenarios, and exhibit the ability to creatively expand their expertise.

Training courses provided by Advanced Credentials are competency-based and practical, delivered by industry experts who are consultants to Fortune 100 organizations. The teaching methodology focuses on real-world skills that are immediately transferable to the workplace. Sessions are offered in flexible, modular formats through various learning partners and training organizations, providing options that fit diverse schedules and learning preferences.

Advanced Credentials offers these certifications in partnership for assessment with Mercer Mettl, ensuring rigorous standards and global recognition.

# Course Overview

Our unique 2-day certification program is designed for business professionals aiming to be at the forefront of innovation. It provides a comprehensive understanding of Generative AI and its transformational role across various business functions. By incorporating theoretical sessions, practical assignments, expert connect sessions, and a Capstone project, the program offers a well-rounded and immersive learning experience. The course is delivered in a variety of formats, including online, classroom, and blended learning. The duration of the course varies depending on the format.

## Program Highlights:

- Understand the fundamentals of Artificial Intelligence and Generative AI.
- Get acquainted with leading AI tools such as ChatGPT, Bard, and Perplexity.
- Learn how AI can enhance critical business functions such as Operations, Customer Service, Marketing, Product Development, and Supply Chain Management.
- Participate in practical assignments and in-class exercises for hands-on learning.
- Attend expert connect sessions for in-depth discussions and queries.
- Showcase your learning through a Capstone project, developing a complete business system using Generative AI.
- Receive constructive feedback to improve and enhance your understanding and skills.

## Learning Objectives:

Upon completion of this certification program, participants will be able to:

### 1. Foundational Understanding:

- Define and differentiate between various AI paradigms, with a focus on Generative AI.
- Trace the historical evolution and pivotal developments in the realm of AI.

### 2. AI Tools Mastery:

- Identify and differentiate between prominent AI tools like ChatGPT, Bard, Perplexity, and Llama.
- Understand the utility, strengths, and challenges of each AI tool in business applications.

### 3. Practical Application:

- Design and implement Generative AI solutions tailored for various business operations, including customer engagement and automated systems.
- Utilize prompt engineering effectively in business scenarios to optimize AI responses.

#### **4. Business-centric AI Strategy:**

- Understand and strategize AI's role in multiple business functions like customer service, marketing, and product development.
- Elevate customer and stakeholder experiences through the integration of Generative AI in business services.

#### **5. Advanced Techniques:**

- Harness the IDEA model in business, exploring advanced ideation, evaluation, design, and execution techniques with Generative AI.
- Dive deep into sentiment analytics, predictive analytics, and other advanced AI functionalities relevant to business applications.

#### **6. Ethical and Strategic Concerns:**

- Recognize potential challenges, ethical dilemmas, and concerns in deploying AI in business environments and devise strategies to address them.
- Formulate a phased and ethical AI integration plan for business operations.

#### **7. Capstone Mastery:**

- Apply learnings in real-world scenarios by developing a project that addresses a genuine business challenge using Generative AI.
- Engage in constructive peer discussions, reviews, and collaborations to refine AI strategies and solutions.

#### **8. Continuous Learning & Evaluation:**

- Engage in comprehensive course reviews, ensuring a robust understanding of all concepts.
- Successfully pass the certification examination, demonstrating proficiency in Generative AI applications in business.

Participants of this certification program will not only acquire theoretical knowledge but also practical skills, preparing them to be pioneers in harnessing the power of Generative AI across various business domains.

# Outline:

## **1. Introduction to Artificial Intelligence and Generative AI:**

Delve into the transformative power of AI and Generative AI, exploring their origins and their increasing role in modern Business.

## **2. Introduction to AI Tools for Business:**

Familiarize yourself with pivotal AI tools like ChatGPT, Bard, Perplexity, and Llama and discern their influence on various Business dynamics.

## **3. Prompt Engineering with LLMS in Business:**

Grasp the intricacies of prompt engineering and its tailored applications across different business functions.

## **4. Building a Generative AI Chatbot:**

Dive into a hands-on workshop to design, train, and refine a generative AI chatbot tailored for business operations.

## **5. IDEA Model in Generative AI for Business Professionals (Part I):**

Dive deep into the first half of the IDEA model, exploring the power of 'Ideation' and 'Design' within a business context.

## **6. IDEA Model in Generative AI for Business Professionals (Part II):**

Delve into the latter half of the IDEA model, emphasizing the 'Execution' and 'Assess & Adapt' stages and their significance in business transformations.

## Capstone Project:

Apply your newfound knowledge and skills to develop a complete business system of your choice using Generative AI. This project will allow you to experience the practical implementation of AI in a real-world business context.

## Who Should Take This Course?

Business professionals looking to stay ahead of the curve, incorporate technology into their work, and make data-driven decisions to enhance business operations. No prior technical knowledge is required. The eligibility criteria are set to ensure that participants are ready to meet the program's challenges and pace.

## Details

The program runs for 2-day, offering a total of 18 hours of intensive learning in addition to assignments, expert-connect sessions, and a Capstone project. Take the next step in your business career by harnessing the power of AI. Register today and become a certified AI business professional.

# Certification Criteria:

To earn the certification, participants must meet the following criteria:

- 1. Attendance:** Attend 2-day session of the program, ensuring full participation in lectures, workshops, and expert connect sessions. If for any reason, they can not attend a session, they can watch the recording and ensure complete understanding of the areas covered in the program.
- 2. In-class Exercises:** Participate actively in in-class exercises designed to provide hands-on experience with the AI tools.
- 3. Capstone Project:** Submit a Capstone project where participants develop a complete business system of their choice using Generative AI. This project must demonstrate a thorough understanding of Generative AI and its application in a business context. This will also serve as the final assessment for awarding the certificate.



# Certification Process:

1. **Registration:** Register for the program via our website or by calling our registration hotline.
2. **Participation:** Attend the 2-day program, participating fully in all sessions and activities.
3. **Assignments Submission:** Submit weekly assignments through the learning management system.
4. **Capstone Project:** Work on the Capstone project throughout the program duration.
5. **Final Assessment:** Take the final assessment at the end of the program. This will be a comprehensive test covering all areas of the course.
6. **Evaluation:** Our team of experts will evaluate assignments, Capstone projects, and final assessments. They will also take into account active participation in class and expert connect sessions.
7. **Certification:** Upon successful completion and positive evaluation, participants will receive their “Generative AI for Business Professionals” certification, signaling their proficiency in using Generative AI across various business functions.

Please note that the certification must be maintained and updated through continuous learning as technology and AI tools evolve. More details about ongoing professional development and learning opportunities will be provided during the course.

# Bird's Eye View of the Training Plan

Day	Topic Name	Objective	Methodology of Learning	Focus Areas	Duration
Day 1	Introduction to Artificial Intelligence and Generative AI	Dive into the exciting world of AI and explore its history, types, and significance in Business.	Lecture, presentation, Q&A.	AI history, types of AI, definition and purpose of Generative AI, Generative AI Project Life-cycle, Key Concerns.	180 mins
	Introduction to AI Tools for Business	Discover the AI tools that are transforming business practices worldwide.	Lecture, demonstration, Q&A.	Overview of AI tools, particularly ChatGPT, Gemini, Perplexity, ElevenLabs etc, Using Custom Instructions, Generative AI in Operations, Marketing, and Business Strategy.	120 mins
	Prompt Engineering with LLMs in Business	Understand the role of prompt engineering in enhancing business functions.	Lecture, case studies, group discussions.	Prompt Engineering in business, Prompt Formats, Generative AI in Customer Engagement, Product Development, and Supply Chain Management.	180 mins
Day 2	Building a Generative AI Chatbot	Engage in hands-on exercises to build and train an AI chatbot tailored for business scenarios.	Practical Workshop, demonstration, Q&A.	Building, training, and testing AI Chatbots, Customer Experience and Generative AI, Business Policies.	120 mins
	IDEA Model in Generative AI for Business Professionals (Part I)	Grasp the principles of 'Ideate' and 'Design' phases within the IDEA model and their application in business.	Lecture, group exercise, hands-on exercises.	Ideation with Generative AI, Designing a Blueprint, Business Development, Training, and Strategic Planning.	180 mins
	IDEA Model in Generative AI for Business Professionals (Part II)	Dive deep into the 'Execution' and 'Assess & Adapt' components of the IDEA model in business.	Lecture, demonstration, case studies.	Executing and Assessing Plans with Generative AI, Competency Mapping, Performance Management, Business Analytics.	180 mins

# Training Plan in Detail

## Introduction to Artificial Intelligence and Generative AI

### ✔ Objectives:

- Grasp the foundational concepts of Artificial Intelligence.
- Familiarize with the landscape and potential of Generative AI in business.
- Understand the life cycle of a Generative AI project and its concerns.

### ✔ Topics Covered:

- The world of AI: A Historical Perspective
- Generative AI Landscape and its Evolution
- Generative AI for Enterprise: Opportunities and Challenges
- The Intelligence Ladder of LLMs
- Generative AI Project Lifecycle: From Conception to Execution

### ✔ Methodology:

- Lecture-based learning.
- Group discussions.

## Introduction to AI Tools for Business

### ✔ Objectives:

- Recognize and understand key AI tools and their functionalities.
- Comprehend the specific benefits these tools bring to business operations.

### ✔ Topics Covered:

- Overview of Basic AI Tools: ChatGPT, Bard, Perplexity, Llama
- Detailed dive into Enterprise Tools for Business
- Crafting and Using Custom Instructions with AI Tools

### ✔ Methodology:

- Interactive lectures detailing AI tools
- Hands-on workshops with AI tools
- Collaborative group activities for tool evaluation

## Prompt Engineering with LLMS in Business

### ✔ Objectives:

- Master the art of Prompt Engineering tailored for business scenarios.
- Understand how prompt-based interactions can enhance business functions.

### ✔ Topics Covered:

- Prompt Engineering Contextualized for Business
- Exploring Prompt Formats and Types

### ✔ Methodology:

- Prompt creation exercises
- Group discussions on prompt effectiveness
- Interactive workshops on tailoring prompts for business scenarios

## Building a Generative AI Chatbot (Workshop)

### ✔ Objectives:

- Gain hands-on experience in developing a Generative AI Chatbot.
- Understand the nuances of training and testing a chatbot for business scenarios.

### ✔ Topics Covered:

- Workshop: Scope Definition and Chatbot Creation
- Training, Testing, and Refinement of a Business-Centric Chatbot

### ✔ Methodology:

- Live chatbot building sessions
- Feedback Testing and Reporting
- Interactive feedback rounds
- Group collaboration on chatbot scenarios

## IDEA Model in Generative AI for Business Professionals (Part I)

### ✔ Objectives:

- Grasp the fundamental principles of the 'Ideate' and 'Design' phases within the IDEA model.
- Understand how Generative AI can foster innovation and strategic planning in business processes.

### ✔ Topics Covered:

- The IDEA Model in Generative AI: Introduction and Importance
- Advanced Reasoning Capabilities of Generative AI
- Ideation - Idea Generation with Generative AI
- Understanding the significance of Design Thinking in business
- Designing a Blueprint / Creating a Plan with Generative AI
- Prompting Techniques for Ideation and Design with Generative AI

### ✔ Methodology:

- Interactive sessions on IDEA model concepts.
- Collaborative group activities for ideation.
- Hands-on exercises on design thinking.

## IDEA Model in Generative AI for Business Professionals (Part II)

### ✔ Objectives:

- Dive deep into the 'Execution' and 'Assess & Adapt' components of the IDEA model.
- Learn how to harness Generative AI for implementation, evaluation, and refinement of business strategies.

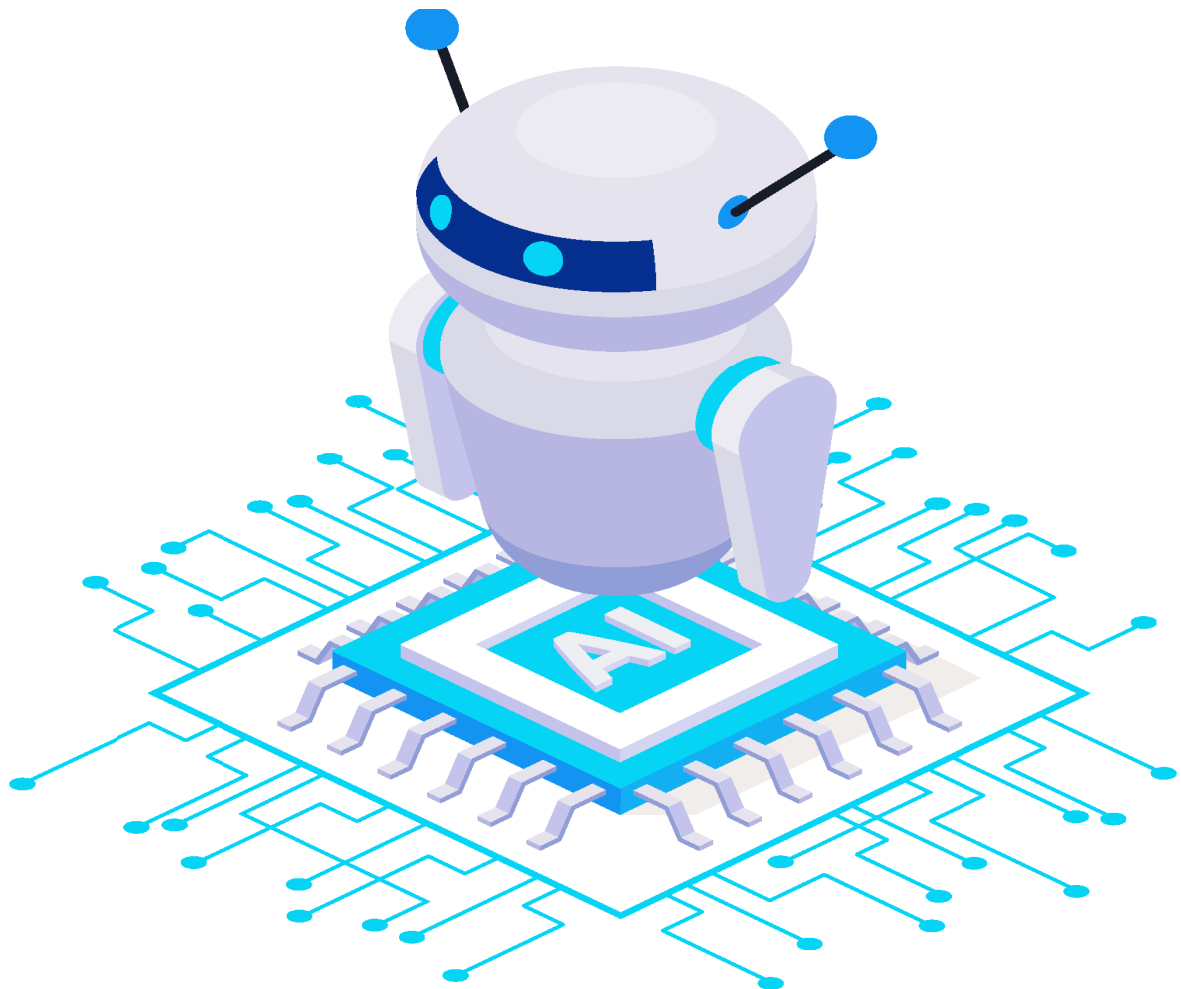
### ✔ Topics Covered:

- Evaluating a Plan with Generative AI
- Using Design Thinking with Generative AI
- Executing a Plan with Generative AI
- Assessing Outcomes with Generative AI

- Advanced Data Analysis and Sentiment Analytics
- Tweaking and Adapting your Business Plan with Generative AI
- Prompting Techniques for Execution and Assess/Adapt in Generative AI

✔ **Methodology:**

- Interactive sessions on execution strategies
- Data-driven case studies and group evaluations



# What Credential Holders Say

I'm happy to share that I've obtained a new renowned certification: Generative AI in HR from CHRMP!

Thanks to Abhishek Kumar CHRMP Certified Human Resource Management Professional Resource Management Professional and the team for such a thorough program with so much of learning not just related to Generative AI as a new skill but incorporating that comprehensively and strategically into HR through the IDEA model In various aspects and priorities of HR

Looking forward to utilising these new skills in the most ethical and productive way in my current work and my own professional and personal development

Also , looking forward to new learnings and achievements with CHRMP

**C B A Bhanumitra**

Sr HR Business Partner | Global Functional Excellence @ Honeywell

**Honeywell**

I wanted to get international certification that will be an added value for my HR career. While going through the certification process, I found the learning process to be smooth and easy. The videos are clear, the topics are well chosen. I liked the clarity of the modules, the examples given by the trainers. The training course was easy because I felt same as in the classroom, so this is an added value. I specially liked the L&D module. I would surely recommend CHRMP to others looking for a certification in HR. I would like to thank CHRMP team for the support and for being efficient in answering any query.

**Joanna Elias,**

HR Assistant, United Nations

 **United Nations**

# Our alumni work at





# Your Success Team

**Our team is here to offer you help every step of the way.**

**Expert Facilitators:** Our dedicated team of expert facilitators has worked with and consulted for Fortune 500 companies across various business domains. They are certified in instructional design and delivery to ensure you have an exceptional learning experience.

**Program Coordinators:** Program Coordinators work with you to provide easy and ready access to the schedule, assist with any issues related to registration and technical credentials, and help you access the *Advanced Credentials* learning platform for session recordings and additional resources.

**Community Manager:** The Community Manager helps you join the community forum and network with other Advanced Credentials participants and alumni. Sharing opportunities, resources, and benefiting from collective knowledge is an important part of being a member of the Advanced Credentials community.

**Mentor / Subject Matter Experts:** In addition to the facilitators, our Subject Matter Experts are available to help you resolve specific doubts, clarify concepts, and guide you on how to apply them in your specific business context.





## Contact Us

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