

Generative AI for Executives

AWS Classroom Training

Course description

In this course, you will learn how to use generative AI within your organization. You will learn the foundational concepts and terminology of generative AI and how to drive business value with generative AI. Through Amazon case studies, you will explore real-world applications of generative AI. Lastly, this course provides you with the fundamental concepts and tools you need to successfully lead generative AI initiatives within your organization.

Listed below is the course level and duration of this course:

- Course level: Fundamental
- Duration: 0.5 Day

Activities

This course includes presentations and discussions. This course also includes hands-on activities with PartyRock, an Amazon Bedrock playground.

Course objectives

In this course, you will:

- Discuss the foundational terms and concepts related to generative AI.
- Identify the potential business value of generative AI in a particular industry.
- Recognize the strategic decisions that need to be made when building a generative AI solution.
- Identify the next steps for generative AI in your organization.

Intended audience

This course is intended for executives and senior business leaders (non-technical).

Prerequisites

There is no prior technical knowledge or skills required to be successful in this course. However, it is recommended that you evaluate your organization's current generative AI initiatives, challenges, and future goals before the class begins. This will enable more focused and productive discussions with the instructor about how to align course concepts with your organization's specific needs.

Course outline

- Module 1: Introducing Generative AI
 - Introduction
 - Generative AI terms and concepts
 - AI agents
 - Responsible AI
- Module 2: Reviewing Amazon Case Studies
 - Example use cases
- Module 3: Leading Generative AI Strategically
 - Generating and prioritizing ideas
 - Evaluating operational readiness for generative AI
 - Selecting pilot projects
 - Differentiating with your data

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- Making technological choices to suit your use case
 - Considering security, privacy, and responsible AI
 - Scaling your infrastructure and organizational capacity to optimize the business value of generative AI
- Module 4: Course Wrap-Up
 - Next steps in your generative AI journey
 - Course summary