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AB-730 Microsoft Certified: AI Business Professional

Transform business workflows with generative AI and Microsoft 365 Copilot.

Course description

This one-day, beginner-level course empowers learners to apply generative AI to streamline daily tasks, make better decisions and drive meaningful business outcomes. Attendees learn how to use Microsoft 365 Copilot features to enhance productivity, with a strong focus on real-world use cases.

Topics include foundational concepts of generative AI in business productivity, how Microsoft 365 Copilot enhances daily work and decision-making, and how AI features can automate workflows and business processes. Learners engage with use cases for marketing, sales, operations, HR and more.

No coding is required, making the content accessible to all business functions and to professionals eager to confidently integrate AI into their work. By the end, participants can demonstrate AI-driven workflows and are prepared for the AB-730 certification exam.

Course details

Level: Beginner
Duration: 1 Day

Activities

This course includes presentations, demonstrations, and labs. The curriculum is demo-driven, with practical scenarios, hands-on labs and focused case studies for business process transformation.

Course objectives

In this course, you will learn to:

- Understand foundational concepts of generative AI in business productivity.
- Explore how Microsoft 365 Copilot enhances daily work and decision-making.
- Apply AI features to automate workflows and business processes.
- Engage with use cases for marketing, sales, operations, HR and more.
- Develop confidence in demonstrating AI-driven workflows.
- Describe the value of generative AI in business environments.
- Confidently use Microsoft 365 Copilot features to streamline tasks.
- Identify opportunities for workflow automation in day-to-day roles.
- Integrate generative AI tools without requiring programming skills.
- Demonstrate AI skills for modern, productive workplace scenarios.

Learning objectives of the AB-730 course

- Understand and articulate the benefits of generative AI for business.
- Use Microsoft 365 Copilot tools with confidence.
- Apply AI automation to common workflows across roles.
- Spotlight AI's contribution to productivity and business outcomes.
- Explore use cases across marketing, sales, operations, HR and other functions.
- Adopt and implement generative AI in the workplace using best practices.
- Demonstrate AI-driven workflows for modern, productive workplace scenarios.

Intended audience

This beginner-level course is intended for business users who want to apply generative AI in their daily work, including:

- Professionals across business functions: marketing, sales, operations, product, customer success, HR and finance.
- Anyone seeking to enhance productivity and workplace efficiency.
- Business users looking for practical, AI-powered workflow integration.

Prerequisites for the AB-730 Exam Course

Prerequisites for this beginner-level course:

- None – open to all business users.
- No coding experience required.

Course outline

Module 1 Introduction to Generative AI for Business

Module 2 Overview of Microsoft 365 Copilot

Module 3 Real-world Applications and Use Cases

Module 4 Automating Common Business Processes

Module 5 Best Practices for Adoption and Implementation

Key features of the AB-730 course

- **Flexible learning:** Microsoft instructor-led or self-paced digital learning.
- **Demo-driven curriculum:** practical scenarios and hands-on labs.
- **Business case studies:** focused case studies for business process transformation.
- **Digital achievement badge:** awarded upon completion of the course.

Why choose CloudThat as your training partner for AB-730?

- Authorized Microsoft training partner offering official content.
- Hands-on labs built around real-world business scenarios to strengthen practical skills.
- Compact 1-day format for fast results.
- Azure Cloud Slice access for hassle-free labs.
- Post-course resources, Q&A support and community access.
- Continuous support and mentorship throughout the learning journey for clarity, confidence and skill growth.

Certification details

- This course prepares learners for the **Microsoft Certified: AI Business Professional (AB-730)** certification.
- Exam code: AB-730.
- Passing score: 700+.
- A digital achievement badge is awarded upon completion of the course.

Frequently asked questions

What is the AB-730 course about?

AB-730 shows business professionals how to apply generative AI and Microsoft 365 Copilot to streamline tasks, automate workflows and drive business outcomes.

How long is the course?

One day (instructor-led or self-paced learning).

Who should attend?

Business professionals in any functional area.

Are hands-on labs included?

Where available, practical demos and/or exercises are provided.

Do I need coding experience?

No, the course is designed for non-technical users.

Is there a final exam?

Yes, the AB-730 certification exam with a passing score of 700+.

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Your course overview ends here.

But your cloud journey doesn't!

Unlock advanced training and certification pathways with **CloudThat.**

About CloudThat

Established in 2012, CloudThat is an award-winning company and the first in India to offer cloud training and consulting services for individuals and enterprises worldwide. Recently, it won Google Cloud's New Training Partner of the Year Award for 2025, becoming the first company in the world in 2025 to hold awards from all three major cloud giants: AWS, Microsoft, and Google. CloudThat notably won consecutive AWS Training Partner of the Year (APJ) awards in 2023 and 2024 and the Microsoft Training Services Partner of the Year Award in 2024, bringing its total award count to an impressive 12 awards in the last 8 years.

CloudThat specializes in Cloud Migration, Data Platforms, DevOps, IoT, and cutting-edge technologies like Gen AI & AI/ML. As a Microsoft Solutions Partner, AWS Premier Tier Training Partner, Google Cloud Platform Partner, and collaborator with leading organizations like HPE, Oracle, Nvidia and Databricks, CloudThat has trained over 850,000 professionals across 600+ cloud certifications, empowering students and professionals worldwide to advance their skills and careers.

To know more about our cloud certification training, email at sales@cloudthat.com or call us at +91-8880002200 or +1-8555588830 for those from outside India.