



Introduction to Generative AI for Decision Makers

Course description

Gain a strategic understanding of Generative AI and its transformative potential for organizations. Learn how Google Cloud AI solutions such as Gemini, Vertex AI, and Vertex AI Agent Builder can drive innovation, improve productivity, enable responsible AI adoption, and help organizations identify high-impact business opportunities in the age of AI.

Participants will explore how different personas across an organization can leverage AI technologies, understand Google's Responsible AI approach, and learn how to identify and prioritize Generative AI opportunities.

Through practical discussions and real-world case studies, learners will gain the knowledge needed to make informed decisions about AI adoption and innovation strategies.

- Course level: Introductory
- Duration: 1 day

Activities

This course includes instructor-led training, executive-level discussions, business use case reviews, strategic planning exercises, responsible ai workshops, interactive learning sessions, industry case studies, and group discussions to reinforce learning.

Course objectives

In this course, you will learn to:

- Define Generative AI and its business significance.
- Differentiate Generative AI from traditional AI and machine learning.
- Understand the impact of Generative AI on organizations.
- Identify key business applications of Generative AI.
- Recognize AI personas across business and technical functions.
- Explore Google Cloud AI services for different user groups.
- Understand Responsible AI principles and governance.
- Evaluate potential Generative AI opportunities within their organization.
- Develop a strategic perspective on AI-driven transformation.

Intended audience

This course is intended for:

- Business Leaders
- Executives
- Decision Makers
- Business Managers
- Department Heads
- Product Managers
- Innovation Leaders
- Transformation Leaders
- Business Analysts
- Strategy Teams

Prerequisites

We recommend that attendees of this course have:

- No prerequisites required.
- Suitable for learners with varying levels of AI expertise.
- Interest in business innovation and digital transformation.
- Basic understanding of organizational processes is beneficial.

Products covered

- Gemini
- Vertex AI
- Vertex AI Agent Builder
- Vertex AI Studio
- Vertex AI Model Garden
- Google Workspace AI Solutions

Course outline

Module 01 - Understanding Generative AI

- Gen AI versus AI and Machine Learning
- Generative AI Applications
- Business Impact of Generative AI

Module 02 - Generative AI in Your Organization

- Personas and Products
- Business Audience: Google Workspace
- Consumer AI versus Enterprise AI
- Vertex AI Model Garden
- Vertex AI Studio
- Vertex AI Agent Builder

Module 03 - Responsible AI

- AI and Responsibility
- Google AI Principles
- Responsible AI Practices
- Data Privacy at Google
- Customer Responsibilities

Module 04 - Generative AI Case Study

- Use Case Identification and Scoping
- Use Case Prioritization Evaluation
- Generative AI Project Lifecycle
- Case Study Discussion

Certification details

Participants receive a course completion certificate upon successful completion of the training program.

FAQs

Who should attend this course?

This course is designed for business leaders, executives, managers, and decision-makers who want to understand the business value and strategic impact of Generative AI.

Is technical expertise required?

No. The course is business-focused and does not require technical or programming experience.

What Google Cloud AI products are covered?

The course introduces Gemini, Vertex AI, Vertex AI Studio, Vertex AI Model Garden, and Vertex AI Agent Builder.

What is Responsible AI?

Responsible AI refers to the ethical, transparent, fair, secure, and accountable development and use of AI technologies.

Will I learn how to identify AI opportunities?

Yes. The course includes frameworks and case studies that help learners identify, evaluate, and prioritize Generative AI use cases.

Is this course suitable for executives?

Yes. The content is specifically designed for leaders and decision-makers responsible for AI strategy and business transformation.

How long is the course?

The course is delivered in a 3-hour instructor-led format.

What business outcomes can organizations expect?

Organizations can gain a clearer understanding of AI opportunities, accelerate innovation initiatives, improve decision-making, establish Responsible AI practices, and create a roadmap for successful AI adoption.