Course code: AI_MANAGERS

The course is intended for executives and managers from various fields (strategy, business, marketing, customer service, HR, education, development, IT, finance, logistics) interested in implementing Generative AI in their organizations. The goal is to prepare the company for an era in which most employees will be forced to use Generative AI in their work.Participants will learn the fundamentals of working with artificial intelligence, including Large Language Models (LLM) like chatGPT and Dall-E, from companies like OpenAI, Google and Microsoft. The course also covers secure deployment in corporate environments and the use of Generative AI for internal document searches.The course offers concept designs from chatGPT to fully integrated solutions on Microsoft and Google platforms. We'll discuss the key steps to secure deployment, the challenges involved, and examples from customer support and marketing.The aim of the course is to inspire participants with real examples of Generative AI, to provide practical experience and an overview of the possibilities of deployment in their own companies. Furthermore, the goal is to prepare organizations and their employees for the introduction of artificial intelligence into company processes.The result will be a presentation on the implementation and modification of the strategy of deploying AI into the company's internal processes with the aim of increasing efficiency.

Who is the course for
- The course is intended for owners, executives and managers who are interested in using generative artificial intelligence in their companies.

Required skills
- Management skills and abilities.

Teaching methods
- Expert interpretation with practical examples, exercises on computers.

Teaching materials
- Presentation of the material discussed in printed or online form.

Course outline
Introduction
- History and fundamentals of AI with large language models (LLM)
- Architecture for deployment in a corporate environment: Google, Microsoft

Corporate use
- Key use / application of AI in companies
- AI as a source of information
- AI as an advisor
- AI as a trader
- AI as a marketer
- AI as an HR specialist
- AI as an economist
- AI as strategist
- AI as graphic designer and video producer

Implementation in the corporate environment
- Security aspects
- Available platforms
- Microsoft Copilot
- Google Duet
- Strategy and planning
- Automation of processes
- Roadmap for implementation

Examples of practical use in companies
- Marketing strategies
- Customer support
- Company intranet / website

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