

# Certnexus - Artificial Intelligence for Business

Course code: AIBIZ

Artificial intelligence (AI) is not just another technology or process for the business to consider—it is a truly disruptive force, one that delivers an entirely new level of results across business sectors. Even organizations that resist adopting AI will feel its impact. If the organization wants to thrive and survive in this transforming business landscape, it will need to harness the power of AI.

This course is designed to help business professionals conquer and move beyond the basics of AI to apply AI concepts for the benefit of the business. It will give you the essential knowledge of AI you'll need to steer the business forward.

Affiliate	Duration	Course price	ITB
Praha	1	10 600 Kč	10
Brno	1	10 600 Kč	10
Bratislava	1	400 €	10

The prices are without VAT.

## Course terms

Date	Duration	Course price	Type	Course language	Location
24.01.2025	1	400 €	Online	EN	GOPAS Bratislava online
21.03.2025	1	400 €	Online	EN	GOPAS Bratislava online
28.03.2025	1	10 600 Kč	Presence	CZ/SK	GOPAS Praha
23.05.2025	1	400 €	Online	EN	GOPAS Bratislava online
27.06.2025	1	10 600 Kč	Presence	CZ/SK	GOPAS Praha

The prices are without VAT.

## Who is the course for

This course is primarily designed for business leaders, consultants, product and project managers, and other decision-makers who are interested in growing the business by leveraging the power of AI. Other individuals who wish to explore basic AI concepts are also candidates for this course. This course is also designed to assist students in preparing for the CertNexus® AIBIZ™ (Exam AIZ-210) credential.

## What we teach you

In this course, you will identify ways in which AI can bring significant value to the business. You will:

- Describe AI fundamentals
- Identify the functions of AI in business
- Implement business requirements for AI

## Required skills

To ensure your success in this course you should have a foundational knowledge of business processes and general business concepts. You should also have at least a basic understanding of information technology resources and systems, including networks, computers, and other electronic devices used in the enterprise.

## Teaching materials

Official guide book for this course

## Course outline

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## Lesson 1: AI Fundamentals

- A Brief History of AI
- AI Concepts

## Lesson 2: Functions of AI in Business

- Improve User Experiences
- Segment Audiences
- Secure Assets
- Optimize Processes

## Lesson 3: Implementing Business Requirements for AI

- Identify Design Requirements
- Identify Data Requirements
- Identify Risks in Implementing AI
- Develop an AI Strategy

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