

# Generative AI - for Managers (Basics, Strategy and Implementation)

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.

Affiliate	Duration	Course price	ITB
Praha	1	8 900 Kč	10
Brno	1	8 900 Kč	10
Bratislava	1	350 €	10

The prices are without VAT.

## Course terms

Date	Duration	Course price	Type	Course language	Location
G 26.11.2024	1	350 €	Presence	CZ/SK	GOPAS Bratislava prezenčne
G 03.12.2024	1	8 900 Kč	Presence	CZ/SK	GOPAS Praha
08.01.2025	1	8 900 Kč	Presence	CZ/SK	GOPAS Praha
20.01.2025	1	350 €	Presence	CZ/SK	GOPAS Bratislava prezenčne
04.02.2025	1	8 900 Kč	Online	CZ/SK	GOPAS Praha online
04.02.2025	1	350 €	Online	CZ/SK	GOPAS Bratislava online
20.02.2025	1	8 900 Kč	Presence	CZ/SK	GOPAS Brno
04.03.2025	1	8 900 Kč	Presence	CZ/SK	GOPAS Praha
10.03.2025	1	350 €	Presence	CZ/SK	GOPAS Bratislava prezenčne
09.04.2025	1	8 900 Kč	Online	CZ/SK	GOPAS Praha online
09.04.2025	1	350 €	Online	CZ/SK	GOPAS Bratislava online
17.04.2025	1	8 900 Kč	Presence	CZ/SK	GOPAS Brno
06.05.2025	1	8 900 Kč	Presence	CZ/SK	GOPAS Praha
16.05.2025	1	350 €	Presence	CZ/SK	GOPAS Bratislava prezenčne
03.06.2025	1	8 900 Kč	Presence	CZ/SK	GOPAS Praha
09.06.2025	1	350 €	Presence	CZ/SK	GOPAS Bratislava prezenčne

The prices are without VAT.

## Who is the course for

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# Generative AI - for Managers (Basics, Strategy and Implementation)

- 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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