

CertNexus GenAIBIZ

GENERATIVE AI & BUSINESS WRITING FOR BUSINESS TRANSFORMATION

Exam: GAZ-110

Duration: 2 days; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

This 2-day workshop equips participants with essential knowledge and hands-on skills to leverage generative AI and ChatGPT for practical business applications. On Day 1, you'll explore foundational concepts of generative AI—including how to generate text, code, images, video, and audio using AI tools—and examine the organizational, ethical, and strategic considerations around their use. Day 2 focuses on using ChatGPT to streamline business communication. You'll learn how to craft impactful email replies, cold outreach, and professional messages with the right tone and personalization. By the end of the course, participants will be equipped to integrate generative AI into daily workflows, optimize communication strategies, and lead business innovation using AI tools like ChatGPT.

OBJECTIVES

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

- Understand core concepts of AI and generative AI technologies.
- Apply generative AI for business use cases such as content creation, coding assistance, visual media, and audio generation.
- Develop business strategies for deploying generative AI tools effectively and ethically.
- Learn how ChatGPT interprets and generates responses to various types of prompts.
- Craft professional, impactful business emails and responses using ChatGPT.
- Master tone setting, cold email strategies, and message personalization for different business contexts.
- Evaluate and refine AI-generated outputs for quality, tone, and clarity.

PREREQUISITES

To ensure your success in this course, you should have a foundational knowledge of business processes, general business concepts and a basic understanding of email communication. 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.

AUDIENCE

- Business leaders, consultants, entrepreneurs, and product/project managers seeking to unlock productivity with AI.
- Sales and marketing professionals aiming to improve outreach, messaging, and engagement.
- Anyone from technical or non-technical backgrounds who wants to adopt AI tools for smarter business communication and automation.

This course is also designed to assist students in preparing for the CertNexus® GenAIBIZ (Exam GAZ-110) credential.

COURSE CONTENTS

Module 1: AI Fundamentals

- **Topic A:** AI Concepts
- **Topic B:** Generative AI Concepts

Module 2: Generating Text Using AI

- **Topic A:** Identify Text Generation Concepts
- **Topic B:** Solve Business Problems Using Text Generation

Module 3: Generating Code Using AI

- **Topic A:** Identify Code Generation Concepts
- **Topic B:** Solve Business Problems Using Code Generation

Module 4: Generating Images and Video Using AI

- **Topic A:** Identify Image and Video Generation Concepts
- **Topic B:** Solve Business Problems Using Image and Video Generation

Module 5: Generating Audio Using AI

- **Topic A:** Identify Audio Generation Concepts
- **Topic B:** Solve Business Problems Using Audio Generation

Module 6: Identifying Challenges of Generative AI

- **Topic A:** Identify Shortcomings of Generative AI
- **Topic B:** Identify Ethical Risks of Generative AI
- **Topic C:** Identify Business Concerns of Generative AI

Module 7: Implementing Business Strategies for Generative AI

- **Topic A:** Apply Best Practices for Generative AI in the Organization
- **Topic B:** Evaluate the Results of Generative AI Projects

Module 8: Introduction to ChatGPT

- What is ChatGPT?
- Why Use ChatGPT in Business?

Module 9: Setting Up ChatGPT

- Installation & Configuration
- Understanding Prompts

Module 10: Effective Email Responses

- Analyzing Emails
- Crafting Professional Replies

Module 11: Mastering Tone of Voice

- Importance of Tone
- Adjusting Tone to Fit the Message

Module 12: Long Email Strategies

- Skimming Techniques
- Summarization and Response Structuring

Module 13: Cold Emails

- Challenges & Solutions
- Crafting Impactful Outreach

Module 14: Personalization Techniques

- Using Profile Data
- Tailoring Messages for Different Audiences