Empower Decision Makers with Generative AI Training

Duration: **1 Day**

BILGINÇ IT Academy
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Empower Decision Makers with Generative AI is a business-focused training program designed for executives, managers, and decision makers who want to understand the transformative impact of **Generative AI** on modern organizations. As artificial intelligence continues to reshape industries, business leaders must be able to identify opportunities, evaluate risks, and make informed decisions about AI adoption and implementation.

This course introduces key concepts such as **Generative AI**, **Large Language Models (LLMs)**, **Vertex AI**, **Model Garden**, **Vertex AI Agent Builder**, **Google Workspace AI**, and **Prompt Engineering**. Participants will explore real-world use cases, industry applications, and practical strategies for integrating AI into business operations.

By the end of the training, attendees will have the knowledge needed to evaluate AI opportunities, prioritize initiatives, and support responsible AI adoption across their organizations.

Who Should Attend

This course is ideal for:

- **Business Leaders**
- **Executives**
- **Decision Makers**
- **Department Managers**
- **Digital Transformation Leaders**
- **Innovation Managers**
- **Product Managers**
- **Business Analysts**
- Strategic planning teams
- Leaders responsible for AI initiatives

What You Will Learn

By the end of this course, learners will be able to:

- Define **Generative AI** and understand its business impact.
- Differentiate between AI, ML, and Generative AI technologies.
- Identify AI opportunities within their organization.
- Select appropriate AI solutions for different business personas.
- Evaluate industry-specific AI use cases.
- Prioritize AI initiatives and investments.
- Understand **Responsible AI** principles.
- Address data privacy and ethical AI considerations.
- Apply effective **Prompt Design** techniques.
- Support AI-driven innovation and business transformation.

Training Outline

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Understanding Generative AI

What is Generative AI?

- **Generative AI Fundamentals**
- Artificial Intelligence and Machine Learning concepts
- How Generative AI works
- Foundation Models
- Large Language Models (LLMs)

Generative AI vs AI/ML

- Generative AI compared to traditional ML
- Predictive versus generative systems
- Content generation capabilities
- Business use cases

Business Applications of Generative AI

- Operational efficiency
- Digital transformation
- Process automation
- Decision support systems

Generative AI in Your Organization

AI Personas Across the Enterprise

- Business users
- Executives
- Technical teams
- Data scientists
- AI practitioners

Google Cloud AI Services

Google Workspace AI

- Intelligent document creation
- Meeting summarization
- Content generation
- Productivity enhancement

Vertex AI Studio

- **Vertex AI Studio**
- Prompt development
- Model testing
- AI prototyping

Model Garden

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- **Model Garden**
- Foundation model exploration
- Pre-built AI models
- Solution acceleration

Vertex AI Agent Builder

- **Vertex AI Agent Builder**
- AI assistants
- Enterprise chatbots
- Intelligent automation solutions

Industry Use Cases

Retail

- Personalized customer experiences
- Recommendation systems
- AI-powered content creation

Automotive

- Intelligent support systems
- Manufacturing optimization
- Customer engagement solutions

Software Development

- Code generation
- Documentation automation
- Software testing support

Financial Services

- Risk analysis
- Customer service automation
- AI-powered advisory solutions

Generative AI Case Studies

Identifying AI Opportunities

- Business challenge analysis
- AI opportunity discovery
- Value creation strategies

Scoping AI Projects

- Technical requirements
- Operational considerations
- Success metrics

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Prioritization and Evaluation

- ROI analysis
- Risk assessment
- Business impact measurement

Responsible AI

Responsible AI Principles

- **Responsible AI**
- Ethical AI practices
- Transparency
- Accountability

Google AI Principles

- Google's Responsible AI framework
- Trustworthy AI systems
- Fairness and bias mitigation

Data Privacy

- Data security fundamentals
- Privacy controls
- Generative AI and compliance

Prompt Design

Introduction to Prompt Design

- **Prompt Design**
- Understanding prompts
- Why prompt quality matters
- Improving AI-generated outputs

Types of Prompts

- Informational prompts
- Task-oriented prompts
- Content generation prompts

Prompt Design Strategies

- Clear instructions
- Context creation
- Output optimization techniques

Improving Prompts

Prompt Design vs Prompt Engineering

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- **Prompt Engineering**
- Prompt optimization methodologies
- Improving AI performance

Zero-Shot Prompting

- Direct instruction techniques
- Rapid content generation

Few-Shot Prompting

- Example-based prompting
- Improving output quality

Chain of Thought Prompting

- Step-by-step reasoning
- Solving complex business problems

Hands-On Labs

Prompt Design Lab

- Prompt creation exercises
- Real-world business scenarios

Advanced Prompt Optimization Lab

- Prompt refinement techniques
- Evaluating LLM outputs

Gemini Pro Vision (Optional)

- Image understanding
- Multimodal AI applications
- Vision-based generative AI solutions