

# Generative AI Approaches to Business Challenges

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

14

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

37m

**Estimated study time**

37m 7s

**Instructor**

Colby Hawker

## Introduction

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- 1 Transform your business with gen AI**  
More and more businesses are turning to generative AI to solve common challenges.

## Introduction to Generative AI

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- 2 What is generative AI?**  
There are many different types of generative AI models, and each type has its own applications and potential benefits in a business setting.
- 3 Explore AI systems**  
In order to most effectively use generative AI, it's important to have a basic understanding of AI systems such as foundation models and large language models.
- 4 Prompt gen AI models**  
Prompting is the process of providing instructions to a generative AI model in order to get the model to effectively perform the requested tasks.

## Applying Gen AI to Business Challenges

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- 5 Identify common business challenges**  
Although all businesses are unique in their own ways, there are several common business challenges that most organizations encounter.
- 6 Create engaging content**  
Generative AI can be used to create a variety of content, including text, images, and videos.

**7 Personalize customer experiences**  
Personalized customer experiences can help businesses improve customer engagement and loyalty.

**8 Analyze unstructured data**  
Analyzing data can be a challenging process, especially when the data is unstructured and does not have easily identifiable trends.

**9 Automate tasks**  
When tasks are automated, employees are able to focus on other business priorities.

**10 Share and manage knowledge**  
Generative AI can be used to summarize and retrieve information from large datasets which can be useful for businesses that need to make sense of large amounts of data, such as financial institutions, healthcare organizations, and research institutions.

## Resources and Ethical Considerations

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**11 Explore generative AI resources**  
Generative AI is evolving at a rapid rate, and it's critical to be able to continuously build your knowledge.

**12 Choose the right generative AI tools**  
With how many generative AI tools and resources are available, it's important to know how to choose the right generative AI tools for your business needs.

**13 Practice ethical AI**  
When using generative AI to work through business challenges, it's important to consider any ethical implications of your generative AI usage.

## Conclusion

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**14 Get started**  
Thank you for completing this course!

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