Certnexus - Making ChatGPT and Generative AI Work for You

Kód kurzu: GenAIBIZ

A major milestone in business automation has been reached—generative AI. Despite its recency, it has already started having a significant impact on our lives. But, the rapid pace at which generative AI is growing can be overwhelming. And, there are so many facets to this field that it can be difficult to know how to use it effectively to improve the business. This course is designed to demystify generative AI for business professionals, as well as to trace its power to actionable, real-world business goals. It will give you the essential knowledge of generative AI you'll need to elevate the organization in these exciting times.

Pro koho je kurz určen

This course is primarily designed for business leaders, consultants, product and project managers, and other decision makers who are interested in unlocking new business opportunities and augmenting existing business processes using generative AI. It's also a great starting point for any business professionals who want to investigate generative AI solutions for their own individual tasks and workflows.

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

Co vás naučíme

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

- Describe the fundamentals of AI and generative AI
- Generate text using AI
- Generate code using AI
- Generate images and video using AI
- Generate audio using AI
- Identify the challenges of generative AI
- Implement organizational strategies for generative AI

Předpokládané vstupní znalosti

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.

Studijní materiály

Official guide book for this course

Osnova kurzu

AI Fundamentals

- AI Concepts
- Generative AI Concepts

Generating Text Using AI

- Identify Text Generation Concepts
- Solve Business Problems Using Text Generation

Generating Code Using AI

- Identify Code Generation Concepts
- Solve Business Problems Using Code Generation

Generating Images and Video Using AI

- Identify Image and Video Generation Concepts
- Solve Business Problems Using Image and Video Generation

GOPAS Praha
Na Strži 2097/63
140 00 Praha 4 - Krč
Tel.: +420 226 201 390
info@gopas.cz

GOPAS Brno
Nové sady 996/25
602 00 Brno
Tel.: +420 530 513 590
info@gopas.cz

GOPAS Bratislava
Dr. Vladimíra Clementisa 10
Bratislava, 821 02
Tel.: +421 902 903 132
info@gopas.sk

Copyright © 2026 GOPAS, a.s.,
All rights reserved

Generating Audio Using AI

- Identify Audio Generation Concepts
- Solve Business Problems Using Audio Generation

Identifying Challenges of Generative AI

- Identify Shortcomings of Generative AI
- Identify Ethical Risks of Generative AI
- Identify Business Concerns of Generative AI

Implementing Business Strategies for Generative AI

- Apply Best Practices for Generative AI in the Organization
- Evaluate the Results of Generative AI Projects

GOPAS Praha
Na Strži 2097/63
140 00 Praha 4 - Krč
Tel.: +420 226 201 390
info@gopas.cz

GOPAS Brno
Nové sady 996/25
602 00 Brno
Tel.: +420 530 513 590
info@gopas.cz

GOPAS Bratislava
Dr. Vladimíra Clementisa 10
Bratislava, 821 02
Tel.: +421 902 903 132
info@gopas.sk

Copyright © 2026 GOPAS, a.s.,
All rights reserved