

Introduction to Generative AI for Decision Makers

The overall goal of the course is to educate decision makers on the potential impact generative AI can have in their organizations, educate them about generative AI services on Google Cloud and to inspire decision makers to start thinking about what is possible with generative AI technologies.

 **DURATION**
2-3 hours

 **LEVEL**
100 - Introductory

 **FORMAT**
Instructor-led

 **SCALABLE**
1-50, scaled to 1000

What you'll learn

- Define generative AI and distinguish between generative AI and other types of AI.
- Explain the impact and potential application of generative AI
- Understand the pillars of Responsible AI and how it relates to generative AI.
- Define the potential personas affected by generative AI and how they can leverage this new technology
- Survey applications of generative AI across different horizontals through a case study.

Overview	This course is delivered in 4 modules, designed to provide both introductory and advanced insights into Generative AI.
Who this course is for	• This course is designed for business users, business leaders, and, more generally, decision makers within organizations who are seeking to gain a comprehensive understanding of generative AI and its potential impact on their businesses.
Products	• AI Data Protection • Access Governance
Prerequisites	• There are no prerequisites for this course.

Module 01 Understanding Generative AI

Topics	• Gen AI versus AI/ML • Gen AI Applications • Business Impact of Gen AI
Objectives	• Define generative AI as a subset of AI. • Discuss the potential impact of AI on organizations. • Provide examples of generative AI applications.

Module 02 Generative AI in your Organization

Topics	• Personas and products • Business audience: Google Workspace • Consumer AI products versus enterprise AI • AI practitioners: Model Garden • Developers: Agent Studio and Agent Platform
Objectives	• Define the different personas in your organization for generative AI. • Explore different services for the different personas in your organization.

Module 03

Responsible AI

Topics	• AI and responsibility • Google's AI principles • Responsible AI practices • Data privacy at Google • Customers' responsibilities
Objectives	• How Google approaches Responsible AI • The pillars of Responsible AI at Google • Data privacy and generative AI • Customer's responsibilities using Gen AI

Module 04

Generative AI Case Study

Topics	• Use case identification and scoping considerations • Use case prioritization evaluation • Generative AI project steps • Case study discussion
Objectives	• Identify possible generative AI use cases • Evaluate and discuss generative AI use cases