MA-2042: AI in Business: Tools & Techniques

Price: 1895

Duration:

Delivery Methods: Virtual

Overview

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AI Fundamentals Bootcamp prepares professionals to use generative AI as a daily working tool. The course replaces the survey-style “AI awareness” curricula of the early 2020s with a capability-first program built around the five assistants now embedded in every modern workplace: ChatGPT, Gemini, Claude, Microsoft Copilot, and Grok.

Learners practice the same task across multiple assistants to build judgment about which tool fits which job. They build their first custom assistant, configure a low-risk agent, run document and data analysis with multimodal input, and draft an AI acceptable-use policy for their team. Safety, privacy, and ethics are integrated into every module rather than reserved for a final block where they typically get cut for time.

The course is appropriate for any organization rolling out AI to non-technical staff, onboarding new employees to existing AI tools, or upskilling managers who need to direct AI-augmented teams.

Audience Profile

This course is designed for non-technical business professionals with zero to light AI exposure who need to use AI as part of their daily work. Typical roles include:

Business managers and team leads

Project coordinators and program managers

Marketing, sales, and customer service professionals

Operations, HR, and finance staff

Executives and assistants supporting executives

Any knowledge worker whose organization has rolled out Microsoft 365 Copilot, Google Gemini in Workspace, or a similar AI platform

At Course Completion

After completing this course, participants will be able to:

Explain in plain language what a large language model is, what it can and cannot do, and why it sometimes hallucinates.

Select the right assistant (ChatGPT, Gemini, Claude, Copilot, or Grok) for a given business task based on capability, data sensitivity, and licensing.

Write prompts that produce usable first drafts for six common business artifacts: email, summary, outline, analysis, policy, and presentation.

Use multimodal features — voice, image, document upload, screen sharing — for real work.

Build a basic custom assistant (Custom GPT, Gemini Gem, Claude Project, or Copilot Agent) for a repeating task.

Describe what an AI agent is, where agents fit in a workflow, and what risks they introduce.

Apply their organization’s AI acceptable-use policy, or draft a starter policy if none exists.

Recognize and respond to the top five AI risks: data leakage, hallucination, bias, prompt injection, and copyright exposure.

Prerequisites

Comfort with a web browser and a work email account. No coding or technical background required. Learners should have access to at least one of the following before class:

-ChatGPT (free, Plus, or Enterprise)

-Google Gemini (free or via Google Workspace)

-Microsoft 365 Copilot (any licensed seat)

-ai (free or paid)

-Optional: Grok (X Premium)

Course Schedule

Date	Time	Price	Options
12/04/2026	**08:00 AM - 04:00 PM CT**	**1,895.00**	**Buy Now Enroll**

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