

Google Empower Decision Makers with Generative AI (GCP100GENAIDEMAKER)

Varighed: 1 Day Kursus Kode: GO8322 Leveringsmetode: Virtuel deltagelse

Beskrivelse:

This course is designed for business users, business leaders, and decision makers who want to understand the transformative potential of generative AI and its impact on their organizations.

You'll gain a comprehensive understanding of this technology, learn how it can be leveraged to drive innovation and efficiency, and explore the range of generative AI services available on Google Cloud. By the end of this course, you'll be equipped to make informed decisions about implementing AI solutions.

Updated Sept. 2026

Virtuel deltagelse

Et V&C Select kursus indholder nøjagtig det samme som et almindeligt kursus. Før kursusstart modtager man kursusmaterialet. Dernæst logger man på kurset via internettet og ser via sin pc den selvsamme præsentation som de øvrige deltagere, man kommunikerer via chat med underviseren og de øvrige deltagere på kurset. Denne uddannelsesmodel er både tids-og omkostningsbesparende og kan være et oplagt alternativ til almindelig klasseundervisning, hvis man f.eks. har et begrænset rejsebudget.

Målgruppe:

- Business users, Business leaders, Decision makers, Customers

Agenda:

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| ■ After this course participants should be able to: | ■ Identify Gen AI use cases for your organization. |
| ■ Define generative AI as a subset of AI. | ■ Evaluate and prioritize generative AI use cases. |
| ■ Discuss AI's potential impact on organizations. | ■ Learn how Google approaches Responsible AI. |
| ■ Provide examples of generative AI applications. | ■ Define the pillars of Responsible AI at Google. |
| ■ Define the different personas in your organization for generative AI. | ■ Understand the relationship between data privacy and generative AI. |
| ■ Explore different services for the different personas in your organization. | ■ Understand the importance of prompt design for generative AI. |
| ■ Understand common business challenges across different industries. | ■ Write effective prompts for interacting with LLMs. |
| ■ Explore use cases for generative AI across different industries. | ■ Use prompt design strategies to improve output from LLMs. |

Forudsætninger:

Basic knowledge of Customer Relationship Management (CRM) concepts and business processes is recommended to effectively understand customer engagement, sales workflows, and data-driven decision making.

Test og certificering

None

Yderligere Kurser:

- GO8330 - Google Generative AI Leader
- GO9095 - Introduction to AI and Machine Learning on Google Cloud

Indhold:

1- Understanding Generative AI

- Generative AI vs. AI/ML
- Gen AI Use Cases
- Business Applications of Gen AI

2- Generative AI in your Organization

- Personas and products
- Business audience: Workspace
- Consumer AI products vs. Enterprise AI
- General Audience: Vertex AI Studio
- AI Practitioners: Model Garden
- Power Users: Vertex AI Agent Builder

3- Industry Use Cases

- Common business challenges
- Use cases across different industries

4- Generative AI Case Study

- Use case identification
- Scoping considerations
- Use case prioritization and evaluation
- Activity: Brainstorm Gen AI use cases for your organization

5- Responsible AI

- Data Privacy at Google
- AI and responsibility
- Google's AI principles
- Responsible AI best practices

6- Prompt Design

- What is prompt design and why is it important?
- Prompt content types
- Prompt design strategies
- Iterating prompts for improvement
- Lab: Introduction to Prompt Design

7- Improving Prompts

- Prompt design vs. prompt engineering
- Zero-shot and few-shot prompting
- Chain of thought prompting
- Overview of additional techniques
- Lab: Improving Your Prompts
- Optional Lab: Writing Prompts for Gemini Pro Vision

Flere Informationer:

For yderligere informationer eller booking af kursus, kontakt os på tlf.nr.: 44 88 18 00

training@globalknowledge.dk

www.globalknowledge.com/da-dk/

Global Knowledge, Stamholmen 110, 2650 Hvidovre