

## Drive AI transformation in your organization

**Duration: 1 Day**    **Course Code: M-AB731**    **Delivery Method: Company Event**

### Overview:

Generative AI is revolutionizing the way organizations innovate, operate, and compete. For business leaders, understanding the foundations of generative AI is essential to unlocking new opportunities, driving measurable business value, and leading successful transformation. Learn the essential elements of building reliable, responsible AI solutions—from crafting effective prompts and grounding AI in trusted data, to ensuring data quality, security, and an understanding of when to leverage machine learning.

Gain a practical overview of generative AI concepts, technologies, and solutions—including Microsoft Copilot, Azure AI, and intelligent agents—while guiding you through real-world scenarios, cost considerations, and strategies for responsible adoption.

### Company Events

These events can be delivered exclusively for your company at our locations or yours, specifically for your delegates and your needs. The Company Events can be tailored or standard course deliveries.

### Target Audience:

This course is designed for business leaders, including directors, VPs, and executives across marketing, sales, operations, HR, finance, and strategy. It's also suitable for aspiring leaders who want to understand how to adopt and scale AI responsibly. Learners will gain practical knowledge and tools to plan, strategize, and implement AI initiatives using Microsoft technologies.

### Objectives:

- **After completing this course you should be able to:**
- Explain the foundational concepts and business value of generative AI for organizations.
- Identify and evaluate Microsoft generative AI solutions—including Copilot, Azure AI, and agents—for common business scenarios.
- Assess key considerations for adopting generative AI, including model selection, cost drivers, and responsible use.
- Recognize challenges and opportunities in generative AI, such as reliability, bias, and strategic alignment
- Explain why prompt engineering influences AI outcomes.
- Describe how grounding and RAG improve AI accuracy and trust.
- Identify key data quality and security needs for trustworthy AI.
- Recognize when to use machine learning and understand its lifecycle.

### Prerequisites:

**Attendees should meet the following pre-requisites:**

- No specific requirements for this course.

### Testing and Certification

**Recommended as preparation for the following exam:**

- AB-731 - Microsoft Certified AI Transformation Leader

## Content:

### Understand the Foundations of Generative AI for Business Leaders

- Introduction
- What is Generative AI
- Explore the Business Value of Generative AI Solutions
- Understand Generative AI Models
- Understand Cost Drivers in Generative AI
- Identify Challenges and Opportunities in Generative AI
- Module Assessment
- Summary

### Build Effective Generative AI Solutions in your Organisation

- Introduction
- Understand Prompt Engineering
- Ground AI Using Trusted Data
- Build Trustworthy AI - Data and Security Considerations
- Understand the Business Value of Machine Learning
- Module Assessment
- Summary

### Drive Business Value with Microsoft Copilot solutions

- Introduction
- Explore Copilot Solutions
- Explore Copilot Experiences
- Map Business Processes to Copilot Solutions
- Extend and Customise Copilot
- Explore Responsible AI in Copilot
- Explore Copilot Licensing
- Module Assessment
- Summary

### Drive Business Value with AI using Microsoft Foundry Tools

- Introduction
- Why Microsoft Foundry Matters
- Connect Business Scenarios to Foundry Solutions
- Choose the Right Foundry Model for your Goals
- Understand Foundry Subscription Models
- Module Assessment
- Summary

### Leverage AI Tools and Resources for Your Business

- Introduction
- Identify Basic AI Technology Concepts
- Understand the Foundations of AI
- Learn the Microsoft AI Approach
- Explore Copilot and Agents at Work
- Drive Transformation with Azure Cloud and AI Platforms
- Secure AI for a Strong Foundation
- Module Assessment
- Summary

### Create Business Value with AI

- Introduction
- Business Strategy
- Technology and Data Strategy
- AI Strategy and Experience
- Organisation and Culture
- AI Governance
- Module Assessment
- Summarise AI Drivers for Business Value

### Embrace Responsible AI Principles and Practices

- Introduction
- Prepare for Responsible AI
- Identify Guiding Principles for Responsible AI
- Design a System for AI Governance
- Apply Systems for AI Governance
- Responsible AI at Microsoft
- Put Responsible AI Frameworks in Action
- Module Assessment

### Scale AI in your Organisation

- Introduction
- Unlock AI Value
- Organise for Success
- Empower Business Users with AI
- Empower Subject Matter Experts with AI
- Module Assessment

### Summary

## Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

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