

AI Foundations: From Basics to Business

Explore the basics of Generative AI in Google Cloud's free Generative AI course with a certificate. No prior knowledge is needed to start learning this course - it's designed for beginners. Discover the fundamentals of Generative AI, the different types of models, and where it's used in the real world.

Understand how AI is transforming industries and everyday work. Understand real-world applications, generative AI tools, and AI-driven decision-making. Learn how to use popular AI platforms to improve productivity, analyze data, and build practical workflows across business functions.

Total Duration

3 Hours

Learning Format

Online and self-paced videos

No. Of Certificates

Two

Course Curriculum

Introduction to Generative AI

Lesson 1 : Introduction to Generative AI

AI for Everyone

Lesson 01: Course Introduction

Lesson 02: Learning Objectives

Lesson 03: Applications of AI Across Industries

3.01 Applications of AI Across Industries

3.02 Applications of AI in Healthcare and Financial Services

3.03 Applications of AI in Retail and E Commerce

3.04 Applications of AI in Manufacturing and Education

3.05 Applications of AI in Marketing and Sales

3.06 Demo: AI-Powered Recommendation Systems

Lesson 04: Generative AI for Productivity and Content Creation

4.01 Generative AI for Productivity and Content Creation

4.02 Demo: Generative AI for Productivity and Content Creation

Lesson 05: AI in Data Analysis, Business Intelligence (BI) and Decision Making

5.01 AI in Data Analysis, Business Intelligence (BI), and Decision-Making

5.02 Demo: Ask the Data - AI in Business Intelligence

Lesson 06: Famous AI Tools and Real-World Workflows

6.01 Famous AI Tools and Real-World Workflows

6.02 Demo: Building a Workflow Assistant Using Google Gemini

Lesson 07: Key Takeaways

5+ Skills Covered

- Understanding Generative AI and what it can do
- Practical experience with popular AI tools and frameworks
- Neural network fundamentals made simple
- Applying the PaLM API for actual applications
- Understand Probability Distributions
- Generative AI Usage
- AI-Powered Analytics
- Workflow Automation
- Data-Driven Decision Making