

# Generative AI Foundations for Business

## Introduction

As AI progresses rapidly, Generative AI (GenAI) has notably surged, unveiling new applications. We are excited to present "Generative AI Foundations for Business Professionals." This course delves into GenAI's history, covering diverse domains, such as text, image, audio, video, and the synthetic multimedia world. Designed specifically for data science professionals, our course delves deep into GenAI's fundamental elements, highlighting its pivotal role in technology with clarity and simplicity. Sidestepping coding specifics, we strike a balance between theoretical concepts and their real-world applications. This course goes beyond merely imparting knowledge about GenAI, it sparks interest and succinctly covers its crucial facets, preparing professionals to adapt their business strategies for a future shaped by GenAI.

### Target Audience



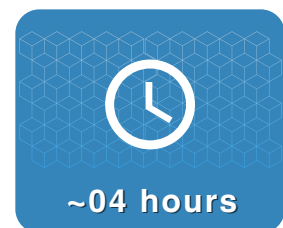
### Prerequisite



### Level



### Duration



## Module Roadmap

The module operates in a hybrid mode: lessons are instructor-independent and delivered through our cutting-edge online platform. It comprises 7 main lessons.

Please find below an illustrative summary outlining the lessons, their corresponding outcomes, and the time required for each.

**01**

### History and Evolution of Generative AI

- ★ Learn about Generative AI's evolution from the 1950s and the key driving forces behind today's Generative AI.
- ★ Walk through the evolution of GenAI during the 2000s, a transformative era marked by numerous breakthroughs.
- ★ Familiarise yourself with GenAI's impact from the 2000s to the present, sculpting the creative niche of the tech landscape.



## 02

## Text Generation

- ★ Understand key traits of Text Generation.
- ★ Trace the model evolution from RNNs to GPTs, BERT, and LLAMA.
- ★ Delve into the concepts of Foundation Models basics without deep technicalities.



30 minutes

## 03

## Image Generation

- ★ Understand image composition and the benefits of synthetic images.
- ★ Dive into core techniques such as GANs, VAEs, and Diffusion Models without technical jargon.
- ★ Recognise their key strengths and weaknesses across different applications and use-cases.



40 minutes

## 04

## Audio Generation

- ★ Grasp the fundamental composition of audio and the evolution of synthetic audio generation.
- ★ Delve into the key architecture like WaveNet, TTS systems, their principles and mechanisms behind the latest techniques.
- ★ Recognise their adaptability across diverse audio applications and scenarios.



30 minutes

## 05

## Video and Multimodal Content Generation

- ★ Grasp the essential elements of video and multimedia content.
- ★ Explore the methods of synthetic video and multimedia generation.
- ★ Comprehend their foundational principles and their adaptability in producing diverse visual narratives and interactions.



30 minutes

## 06

## Applications and Use cases in Business

- ★ Building on our exploration of text, image, audio, and video generation, this lesson underscores their utility in marketing, product visualisation, and enhanced customer engagement.
- ★ Dive into real-world use cases and key tools, from text generation to multimodal content, unveiling Generative AI's revolutionary influence.
- ★ Understand the pivotal role and transformative power of Generative AI in modern business.



30 minutes

- ★ Dive into the ethical risks, from misinformation in AI-driven content to potential misuse.
- ★ Explore the evolving legal frameworks governing Generative AI and their implications.
- ★ Understand the equilibrium between technological innovation and ethical responsibility in business.



30 minutes

## A New Way to Learn AI

Countless AI introductions exist online, what sets this module apart is not solely the content, but the innovative approach to presentation and delivery methods we offer:

### Instructor Independent

Empowers learners to explore, discover, and master content independently

### Interactive Learning

Engaging interactions foster deep understanding through hands-on exploration and practice

### Relevant Content

Bridges theory with real-world applications, offering applied insights through use-cases.

### Online Delivery

Accessible globally, providing flexible, dynamic online learning at your fingertips

# eLearning

Contact us for more information!



[anwesha.mohanty@ucd.ie](mailto:anwesha.mohanty@ucd.ie)