

Certificate Supplement

USING AI IN BUSINESS DEVELOPMENT

As part of the **Google Umiejętności Jutra AI** program on the use of AI in business development, the following material was covered:

5

weeks

5

modules

22

courses

Module 1: Fundamentals of Working with AI and Personal Productivity

Foundations of working with generative AI	An example of a Polish language model - Bielik.ai	Research and data visualization with AI	NotebookLM - a tool for source analysis, knowledge acquisition, and understanding	The first AI assistants and combining various AI tools at work	How to choose the right model for a given task	A broader perspective on AI
---	---	---	---	--	--	-----------------------------

Module 2: Business Development with the Use of AI

Creating visual and audio content with AI	From idea to MVP: creating products with AI	Writing texts with the help of AI	AI in sales
---	---	-----------------------------------	-------------

Module 3: Work Automation with AI Assistants and Agents

Working with AI assistants	Automation as a skill of the future	Introduction to AI Agents (Part 1)	Practical construction of AI Agents in n8n
----------------------------	-------------------------------------	------------------------------------	--

Module 4: Data Analysis and Decision-Making with the Use of AI

Analytical thinking in the AI era	Application of AI in Google BigQuery and SQL
-----------------------------------	--

Module 5: Change Management and AI Implementation at the Organizational Level

AI strategy in companies	AI project management	AI Case Study: How to onboard a team and make technology a real support in daily work?	Creating value in the company	Implementing changes from an individual perspective
--------------------------	-----------------------	--	-------------------------------	---

Organizator:

Partner edukacyjny:

