

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