

**Generative AI for Executives**

**Course Number:** AWS-190  
**Duration:** 0.5 days

**Overview**

In this official AWS course, Generative AI for Executives training, business leaders learn how to successfully drive generative artificial intelligence (GenAI) initiatives within their organization. Attendees learn how to facilitate business value with GenAI, identify use cases across various industries, and implement it safely and responsibly.

**Prerequisites**

This training is intended for executives and senior business leaders. No prior generative AI experience is assumed.

**Materials**

A modern web browser and an Internet connection free of restrictive firewalls, so that the student can connect by SSH or Remote Desktop (RDP) into AWS virtual machines.

**Software Needed on Each Student PC**

All Generative AI on AWS  training students receive comprehensive courseware.

**Objectives**

* Recognize the business value of generative AI
* Identify real-world use cases that can be implemented today
* Manage the people, process, and technology changes needed to be successful with GenAI projects
* Use generative AI safely and responsibly
* Identify the specific steps you can take to get started with generative AI

**Outline**

* Introduction to Generative AI
  + Definitions and terminology
  + AWS approach to generative AI
* Generative AI Use Cases
  + Common use cases
  + Real-world case studies
* Overcoming Technical and Organizational Challenges
  + Security
  + Accuracy
  + Cost
  + People and culture
* Implementation
  + Identifying your use case
  + Assessing data, technology, people, and processes
  + Evaluating business impact and scaling
* Next Steps in Your Generative AI Journey
  + Next steps and additional resources
* Conclusion