Hewlett Packard Enterprise

Leveraging AI for Business Innovation and Growth

H41KJS

Course ID	H41KJS
Duration	5 days
Format	ILT, VILT
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Leveraging AI for Business Innovation and Growth covers AI theory, strategy, and application specific to business use. It covers topics such as creating AI-enabled products, prototypes, and proof-of-concepts, as well as how to use AI to automate existing business tasks in areas such as sales, marketing, finance, and operations. It also teaches you how to use generative AI, including how to create effective prompts. Through comprehensive, hands-on virtual labs, the course provides foundational AI knowledge, then progresses to more advanced exercises, helping you expand your existing skills and discover how to manage more demanding AI workloads.

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Audience

This course is ideal for business professionals, entrepreneurs, and leaders from all industries, including finance, operations, sales and marketing, medical and healthcare, and customer service.

Prerequisites

This course does not require technical knowledge.

Course objectives

After completing this course, you should be able to:

- Build an AI strategy for products and services
- Design and implement AI solutions for problems
- Automate job-specific and repetitive tasks
- Make informed AI decisions and reduce external dependencies

Detailed course outline

Module 1: Introduction to AI for Business

- Getting started with AI functions, possibilities, tools, and objectives
- AI application areas: natural languages, computer vision, and generative AI
- The AI ecosystem and who's doing what—from Microsoft and HPE to OpenAI and NVIDIA
- Building your first AI model without programming
- Use cases and case studies on how others are implementing AI profitably
- Ethical and responsible AI usage

Module 2: Document Intelligence and Knowledge Mining

- Knowledge mining with AI-enabled search
- AI-assisted research and tasks completion
- Strategies for leveraging AI in finance, operations, etc.
- From data to insights—intelligence everywhere

Module 3: Introduction to Generative AI

- What is generative AI and how do you use it?
- Getting started with enterprise OpenAI Studio
- All about hallucinations and other mystical generative AI concepts
- Customize generative AI for your own tasks
- Building a generative AI use case

Module 4: Prompt Engineering

- Prompt engineering types and utilities
- Context and examples: tuning, fine-tuning, and customizing AI for your business use case
- Retrieval augmented generation
- Working with private data
- AI-enabled chatbots

Module 5: Building Your AI Project

- Defining and breaking down a problem statement
- Identifying the machine learning and AI use cases
- Building and testing your solution
- Deployment options and end-user concerns
- Data, compliance, and governance

Module 6: Building a Complete Solution

- Leveraging automation with AI
- Building a business workflow end-to-end
- Building AI-powered web apps and software without code
- Data quality concerns and fixing challenges

Learn more at

hpe.com/my/learnAI

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