

# 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

# 32

courses

### Module 1. AI Fundamentals and personal productivity

Introduction to Week 1	Fundamentals of working with generative AI	An example of a Polish language model – Bielik.ai	Deep research and data visualization with AI	NotebookLM – a tool for source analysis, knowledge acquisition, and understanding	Effective prompting strategies and context building	First AI assistants and combining various AI tools in the workplace	Introduction to generative AI – part 2 (Optional)	Safety, security and a broader perspective on AI
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### Module 2. Content creation and business development with AI

Writing effective content using AI	Creating visual and audio content with AI	From idea to MVP: Product development with AI	Use cases: AI in sales (Optional)	Use cases: AI in marketing and data analysis (Optional)	Use cases: NotebookLM in customer service (Optional)
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### Module 3. Work automation with AI assistants and agents

Introduction to AI agents	Automation as a Skill of Tomorrow: A case study of Make.com	Building AI agents: A case study of n8n (Optional)	Building a voice AI agent in ElevenLabs (Optional)	Automating work in the Google ecosystem (Optional)	Practical examples of AI automation – part 1 (Optional)	Practical examples of AI automation – part 2 (Optional)
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### Module 4. Data-driven decisions and AI implementation planning

Developing critical judgment and strategic planning for AI implementations	The decision matrix as a compass in AI implementations: How to choose the right tools for your task	Analytical thinking in the era of AI (Optional)	Specialization: Data analysis in the era of AI (Optional)
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### Module 5. Transformation and AI project management in an organization

AI in companies and digital products	AI project management	AI case study: How to manage change and build AI-driven work habits in a team	Value creation in a company	Implementing changes from an individual perspective	Implementing AI in an organization (Optional)
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Organizator:

Partner edukacyjny:

