

CertNexus: AI Programs Overview

WHAT WE WILL DISCUSS TODAY

- Program Overviews
- Comparisons
- Resources

AIBIZ ✓™

CERTNEXUS®

“The most significant challenges to implementing AI are data, skills, and understanding AI benefits and uses.”

(3 Barriers to AI Adoption – Gartner)

Essential AI knowledge for business leaders

Describe AI fundamentals

Identify the functions of AI in business

Implement business requirements for AI

- Target Student
 - Business Leaders
 - Consultants
 - Product/Project Managers
 - Those interested in basic AI concepts



Question 3: Which of the following describe robotic process automation (RPA) systems that are powered by AI? (Choose two.)

- Option 1: A bot that takes a raw dataset and automatically enters that data into a database in a form that the database accepts.
- Option 2: A bot that runs tests on a piece of software and alters the parameters of the test until it achieves adequate results.
- Option 3: A bot that follows a human as they navigate through an app interface, then repeats those steps later more quickly than the human.
- Option 4: A bot that responds to a salesperson's request for customer information by extracting relevant data from a database and cleaning it so that it is more presentable.

Previous

Next

Cancel

GenAIBIZ ✓™

CERTNEXUS®

“Current generative AI and other technologies have the potential to automate work activities that absorb 60% to 70% of employees’ time today.”

(McKinsey & Company)

Describe fundamentals of AI and GenAI

Generate content using AI

Identify the challenges of using AI

Implement organizational strategies for AI

- Target Student
 - Business Leaders
 - Consultants
 - Product/Project Managers
 - Those interested in basic AI concepts



Question 3: Which of the following are adversarial attacks on generative AI systems? (Choose two.)

- Option 1: A malicious user injects instructions into a prompt to guide the model into taking a undesirable action.
- Option 2: A malicious user poisons a model by sending it large volumes of bogus feedback as part of the model's reinforcement learning from human feedback (RLHF).
- Option 3: A malicious user accesses a private API and uses the model to generate false or defamatory content.
- Option 4: A malicious user targets the CEO of a generative AI company in a phishing campaign.

Previous

Next

Cancel

Certified **AI**
PRACTITIONER™



“100% of any company’s future success depends on adopting Machine Learning.”

(Brandon Purcell, VP, Principal Analyst at Forrester Research)

Solve a given business problem with AI & ML

Prepare data for use in machine learning

Build linear regression, forecasting,
clustering models

Maintain ML learning pipelines and models

- Target Student
 - Data Science Practitioner
 - Software Developer
 - Business Analyst
 - Those w/ several years in computing technology



- **Talk Tracks**
 - To what extent are you looking to build internal AI expertise versus relying on external partners?
 - What types of obstacles do you face when implementing AI solutions? How could more specialized knowledge help?
 - How would training that provides foundational AI knowledge and hand-on skills help your organization?
 - What role does AI play in your organization's growth plans? How are you preparing your workforce?

Question 1: Which of the following hyperparameters controls the width of the hyperplane in support-vector machines (SVMs) that solve linear regression problems?

Option 1: Regularization penalty (C)

Option 2: Alpha (?)

Option 3: Gamma (?)

Option 4: Epsilon (?)

Next

Cancel

Program Comparison

Course	Duration	Credential	Prerequisites	Audience
AIBIZ ✓™	0.5 days	Digital Badge	<ul style="list-style-type: none"> • Foundational knowledge of business processes and general business concepts • Basic understanding of IT resources and systems including networks, computers and other devices used in the enterprise. 	General Audience: Business Leaders and Professionals
GenAIBIZ ✓™	1 day	Digital Badge	<ul style="list-style-type: none"> • Same as AIBIZ 	General Audience: Business Leaders and Professionals
Certified AI PRACTITIONER ™	5 days	Certification	<ul style="list-style-type: none"> • Comfort with writing code in Python • Familiarity with data science and ML process from end to end • Statistical concepts such as sampling, hypothesis testing, etc.. • Summary statistics such as mean, median, mode, standard deviation, etc.. 	Typically, data science practitioners, software developers, or business analysts with several years experience and some programming aptitude.

Program Comparison

Course	Assessment	Buyer	Benefits/Position
AIBIZ ✓™	Choice Platform	<ul style="list-style-type: none"> • HR • L&D • ICs 	<ul style="list-style-type: none"> • Relevant knowledge and skills required in today's workplace • Globally Recognized • Certification and credential holders at top organizations, government entities
GenAIBIZ ✓™	Choice Platform	<ul style="list-style-type: none"> • HR • L&D • ICs • Sales/MKT • Dept Leads 	<ul style="list-style-type: none"> • Same as AIBIZ
Certified AI PRACTITIONER ™	Pearson Vue	<ul style="list-style-type: none"> • CIO • CTO • Analytics • Data Science • HR/L&D 	<ul style="list-style-type: none"> • Vendor Neutrality • Globally Recognized • ANABISO/IEC 17024:2012 Accredited • Certification and credential holders at top organizations, government entities

Resources

Certified AI PRACTITIONER

CERTNEXUS

Artificial Intelligence (AI) and Machine Learning (ML) have become an essential part of the toolset for data-driven organizations. When used effectively, AI/ML drives organizations to innovate and excel. Certified AI Practitioner (CAIP) equips you with a vendor-neutral, cross-industry knowledge of AI and ML concepts and skills, enabling you to propel your data career from analyst to AI practitioner.

Machine Learning Engineer is #4 on '2022 LinkedIn Jobs On The Rise' list

"100% of any company's future success depends on adopting Machine Learning."
(Bradley Perov, VP, Principal Analyst at Forrester Research)



READINESS ASSESSMENT

Measure your organization's level of preparedness with our complimentary CAIP Readiness Assessment. Learn how to increase your free access code CMS3BCJZ47 at certnexus.com/caip-readiness

AUDIENCE

CAIP is designed for data practitioners who are seeking to develop an AI skillset that will enable them to select, train, and implement ML models. Common job roles include the following:

- Machine Learning Scientist
- Machine Learning Engineer
- AI Developer
- Data Scientist
- Data Engineer
- Applied Scientist
- Senior Data Analyst
- Director of Business Intelligence

info@certnexus.com | 1.800.326.9724 | certnexus.com

Certified AI PRACTITIONER

Certified Artificial Intelligence (AI) Practitioner
(Exam AIP-210)

Course Number: CN0036
Course Length: 5 days

Overview:

Artificial intelligence (AI) and machine learning (ML) have become essential parts of the toolset for many organizations. When used effectively, these tools provide actionable insights that drive critical decisions and enable organizations to create exciting, new, and innovative products and services. This course shows you how to apply various approaches and algorithms to solve business problems through AI and ML, all while following a methodical workflow for developing data-driven solutions.

Course Objectives:

In this course, you will develop AI solutions for business problems.

You will:

- Solve a given business problem using AI and ML.
- Prepare data for use in machine learning.
- Train, evaluate, and tune a machine learning model.
- Build linear regression models.
- Build forecasting models.
- Build classification models using logistic regression and k-nearest neighbor.
- Build clustering models.
- Build classification and regression models using decision trees and random forests.
- Build classification and regression models using support vector machines (SVMs).
- Build artificial neural networks for deep learning.
- Put machine learning models into operation using automated processes.
- Maintain machine learning pipelines and models while they are in production.

Target Student:

The skills covered in this course converge on four areas—software development, IT operations, applied math and statistics, and business analysis. Target students for this course should be looking to build upon their

Copyright © 2023 by CertNexus Inc. All rights reserved.

CERTNEXUS

GenAIBIZ™ (GAZ-110) Exam Blueprint

Date Issued: 6/16/2023
Date Modified: 6/16/2023
Version: 1.1



GenAIBIZ™



SAMPLE E-MAIL 1

Subject: Elevate Your Business with AI: Join Our GenAIBIZ Course on August 2nd!

Dear [Recipient's Name],

Artificial intelligence is no longer a future concept, it's here and transforming the way businesses operate. Don't miss your chance to stay ahead of the curve! We are excited to invite you to our upcoming CertNexus GenAIBIZ: **Making ChatGPT and Generative AI Work for You** course on August 2nd.

What is GenAIBIZ?

GenAIBIZ is a groundbreaking course designed to empower business professionals with the knowledge and skills to harness the power of AI. Whether you're looking to streamline operations, innovate in your field, or simply stay competitive, this course is for you.

Course Highlights:

- Identify AI Fundamentals:** Grasp the essential concepts of AI, including machine learning, natural language processing, and data science.
- Solve Business Problems with AI-Generated Content:** Learn how to generate text, code, images, video, and audio using cutting-edge AI technologies.
- Identify Generative AI Challenges:** Identifying shortcomings, ethical risks as well as business concerns of generative AI.
- Implement Business Strategies for Generative AI:** Discover how to identify AI opportunities within your business and develop effective strategies to leverage them.

Why Choose GenAIBIZ?

- Expert-Led Training:** Learn from industry-leading AI experts who bring real-world experience to the classroom.
- Hands-On Experience:** Participate in interactive sessions and practical exercises that bring AI concepts to life.
- Recognized Credential:** Earn the GenAIBIZ Credential, a recognized credential that will enhance your professional profile and open up new career opportunities.

Target Audience:

GenAIBIZ is intended for business leaders, consultants, product and project managers, and other decision makers who are interested in growing the business by leveraging the power of generative AI. Common job roles include the following:

- Consultant
- Customer Service Manager



Resources



Search

Four buttons in a row:

- Add a Course**: A teal button with a white plus sign.
- Certified Artificial Intelligence (AI) Practitioner (Exam AIP-210) Readiness Test**: A dark grey button with white text.
- GenAIBIZ (Exam GAZ-110): Making ChatGPT and Generative AI Work for You Readiness**: A dark grey button with white text.
- AIBIZ Readiness Test**: A dark grey button with white text.



Home



Locker



Log Out



My Account

Questions?