

 AI CERTs™

# AI+ Executive™

Certification



# Executive Summary

In this comprehensive program, designed for business leaders, candidates will gain the knowledge and insights needed to strategically leverage artificial intelligence within your organization. The candidates will explore real-world use cases, ethical considerations, and the latest AI trends which empowers them to make informed decisions and lead their organization into an era of AI-driven success.

## Certification Prerequisites

- Business Awareness: Basic understanding of how businesses operate.
- Tech Comfort: Openness to learn about AI tools and concepts.
- Decision-Making Insight: Some knowledge of how choices are made in organizations.
- Openness to AI: Curiosity about the potential of AI in businesses.

# Exam Blueprint

Number  
of Questions

**50**

Passing  
Score

**35/50 or 70%**

Duration

**90 Minutes**

Format

**Online via AI  
Proctoring platform**

Question Type

**Multiple Choice/Multiple  
Response**

**AICERTS™**

**AI<sup>+</sup>**  
Executive™

# Certification Modules



## **Module 1** Understanding Artificial Intelligence (AI)

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1.1 Introduction to AI in Business

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1.2 Basic Concepts of AI

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1.3 History and Evolution of AI in Business

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## **Module 2** AI Technologies and Business Implications

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2.1 Big Data Concepts

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2.2 Machine Learning

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2.3 Natural Language Processing (NLP) and Chatbots

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## **Module 3**

# **AI Strategy for Executives**

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**3.1 Strategic AI Development**

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**3.2 AI and Business Alignment**

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**3.3 Measuring AI ROI**

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## **Module 4**

# **Ethical, Legal, and Societal Considerations**

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**4.1 Ethics in AI**

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**4.2 AI and Privacy Laws**

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**4.3 AI Governance**

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## **Module 5**

# **Managing AI Projects**

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**5.1 AI Project Management**

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**5.2 Leading AI Teams**

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**5.3 Case Study Analysis**

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## **Module 6**

# **AI and the Future of Work**

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**6.1 Impact on the Workforce**

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## 6.2 Skills for the AI Era

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## 6.3 Future Trends in AI

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### Module 7

## Department-Specific AI Applications

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### 7.1 Finance and Accounting

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### 7.2 Marketing and Sales

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### 7.3 Human Resources

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### Module 8

## Interactive Workshop

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### 8.1 AI Integration Planning

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### 8.2 Workshop Activities

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# Certification Outcome

Upon successful completion of AI+ Executive certification, participants will acquire comprehensive knowledge of AI fundamentals, data handling, and practical applications in business, marketing, finance, and HR. You will be skilled in developing AI strategies, governance, and risk management, and equipped to lead organizational transformation. Your ability to guide teams in AI integration and identify training needs will make you an invaluable asset in the ever-evolving world of AI-driven innovation.



## Market Insight



Empower your journey in the dynamic world of AI with our immersive program. Gain profound AI expertise, move beyond theory, and lead your organization to AI-driven success with practical insights tailored for today's leaders.

## Value Proposition



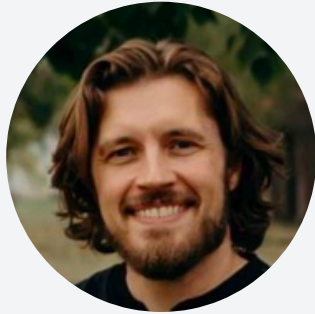
Tailored for executives, our curriculum integrates a case study-centric approach with cutting-edge tools to simulate real-world challenges. Engage in hands-on exercises and extract insights from tangible AI projects. Equip yourself with the tools and knowledge to lead in the AI domain.

## Additional Features



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# AI Experts



## Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.



## Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.



## J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.



## Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)



# AI CERTs™

AI & BITCOIN CERTIFICATIONS!

[aicerts.io](https://aicerts.io)

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