

# 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

19

courses

### Module 1: Personal Productivity & Fundamental Principles of Working with AI

Introduction to Generative AI and the Basics of Prompting

AI-powered Research and the Fundamentals of Creating AI Experts

ElevenLabs - Voice in Your Hands

NotebookLM: A Tool for Working with Documents

Using AI in Google Workspace

### Module 2: Application of AI in Business Development and Marketing

AI in Companies and Digital Products

AI Experts and AI in the Work of CEOs & Managers

Graphics and Video Using AI

Content Marketing

Performance marketing

### Module 3: Data Analysis Using AI

On Analytical Thinking

Analytics in GA4 Using AI

RFM Analysis Using AI

Application of AI in Google BigQuery and SQL

### Module 4: AI Solutions in Google Cloud for Business Development

Vertex & Applied AI in Marketing

Building Your Own AI Agents and Chatbots

### Module 5: Organizational Transformation with AI

Implementing Change from an Individual Perspective

Creating Value in the Company

AI Project Management

Organizer:



Educational partner:

