

GENERATIVE AI FOR PRODUCTIVITY CERTIFICATE

Program Description

Recent breakthroughs in generative AI are impacting every area of work and life. These technologies have the potential to automate tasks commonly associated with the highest levels of human intelligence. Organizations and individuals able to harness the potential of generative AI will gain a huge advantage, while those that don't risk becoming obsolete.

In this program, you will critically evaluate the most effective ways to adopt generative AI technologies. Throughout the courses, you will explore how advances in AI have enabled new, highly scalable, and low-cost ways of automating cognitive work. You'll discover how to harness the potential of AI to radically increase individual productivity, transform organizational processes, and enable new business models. By the end of the program, you will be prepared to strategically leverage generative AI to transform yourself and your organization for this new digital era.

The courses in this certificate program are required to be completed in the order that they appear.

This certificate includes a year of free access to Symposium! These events feature live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore today's most pressing topics. Throughout the year, you may participate in as many sessions as you wish. Attending a Symposium is not required to successfully complete the certificate program.

Key Takeaways

- Discover the recent advances, current capabilities, and limitations of generative AI
- Gain an understanding of the core principles that power generative AI
- Craft effective generative AI prompts
- Learn where to use generative AI effectively to boost individual, managerial and team performance
- Determine what to automate using AI and the five rules of making automation work
- Develop a robust framework to stay up to date with new AI developments and predict how it may evolve
- Recognize the legal liability from unpredictable AI outcomes
- Describe the concerns around copyright when it comes to utilizing AI
- Discover a methodology to fail fast and derisk AI ventures without overcommitting resources
- Build a strategy for your organization's AI transformation

What You'll Earn

- Generative AI for Productivity Certificate from Cornell Tech
- 80 Professional Development Hours (8 CEUs)

Who Should Enroll

- Organizational leaders
- Entrepreneurs
- Individual contributors

- Anyone who wants to leverage AI to transform themselves and their organization

Courses

Code	Title	Hours
eCornell CTECH476	Generative AI: Capabilities and Compromises	0
eCornell CTECH477	Working With Generative AI to Become More Effective	0
eCornell CTECH478	Using Generative AI to Transform Business Processes	0
eCornell CTECH479	Generative AI Law and Ethics	0
eCornell CTECH475	Derisking Generative AI Ventures	0