

# Certified GenAI Practitioner

**2-day training** with certification option (Austrian Standards)

The **GenAI Practitioner** training provides practical insights into the effective use of generative AI tools, their limits and risks, and the legal and ethical requirements that must be considered. Participants learn to design prompts strategically, critically evaluate outputs, and integrate generative AI responsibly into their daily work.

## Target audience

This course is designed for marketing and communications teams aiming to create content efficiently, as well as consultants, trainers, and creatives who want to use generative AI as a tool for productivity and innovation. It also addresses innovation and digitalization officers integrating new technologies into processes, as well as executives who want to assess the opportunities and risks of generative AI.

## Prerequisites

No technical background required. Curiosity and openness to new technologies are sufficient.

## Language

German or English

## Format

Online or in-house (on request)

## Certification (optional)

Austrian Standards  
"GenAI Practitioner"



### Module 1 - Fundamentals of generative AI

- ✓ Technical principles and functionality
- ✓ Overview of text, image, audio, and video models
- ✓ Differences from classical AI

### Module 2 - Prompting strategies and practical use

- ✓ Basics of prompt engineering
- ✓ Adapting prompts to the usage context
- ✓ Hands-on text and image generation with common tools
- ✓ Advantages and disadvantages of selected applications

### Module 3 - Limits and risks of generative AI

- ✓ Factual accuracy, distortions, hallucinations
- ✓ Transparency and explainability gaps
- ✓ Critical evaluation of AI outputs

### Module 4 - Legal and regulatory basics

- ✓ Relevant laws: copyright, data protection, competition law, contract and labor law, tort law
- ✓ Overview of the EU AI Act and international regulations
- ✓ Typical legal risks such as copyright infringement and data protection violations

### Module 5 - Ethical and fundamental rights aspects

- ✓ Fairness, non-discrimination, fundamental rights
- ✓ Personality and freedom rights
- ✓ Responsible use of GenAI in an enterprise context

### Exam preparation

- ✓ Sample questions

