

# Course : Amazon Web Services (AWS) - Generative AI Essentials on AWS

The fundamentals of generative AI on AWS

**Practical course - 1d - 7h00 - Ref. AIW**

**Price : 850 € E.T.**

NEW

With this training, you will learn the key concepts, methods, and strategies for using generative AI. You will understand the use cases where it can provide solutions and meet business needs. You will also discover the principles of related technologies and their application to solving concrete problems. At the end of the training, you will explore project planning and see how to approach the implementation of generative AI in your organization. Translated with DeepL.com (free version)

## Teaching objectives

At the end of the training, the participant will be able to:

- Summarize the concepts, methods and strategies of generative AI
- Discuss the appropriate use of generative AI, Machine Learning and their technologies
- Describe how to use generative AI responsibly and securely
- Identify the types of generative AI solutions with concrete use cases
- Explain how to implement and plan generative AI projects in your organization

## Intended audience

Business analysts, IT support, marketing professionals, product or project managers, business or IT managers, sales people.

## Prerequisites

It is recommended that you have taken the "Technical Essentials" (AWG) course to gain a basic understanding of AWS.

## Certification

Official course with no certification objective.

[Comment passer votre examen ?](#)

## PARTICIPANTS

Business analysts, IT support, marketing professionals, product or project managers, business or IT managers, sales people.

## PREREQUISITES

It is recommended that you have taken the "Technical Essentials" (AWG) course to gain a basic understanding of AWS.

## TRAINER QUALIFICATIONS

The experts who lead the training courses are specialists in the subjects covered. They are approved by the publisher and certified for the course. They have also been validated by our teaching teams in terms of both professional knowledge and teaching skills for each course they teach. They have at least three to ten years of experience in their field and hold or have held positions of responsibility in companies.

## ASSESSMENT TERMS

Assessment of targeted skills prior to training.

Assessment by the participant, at the end of the training course, of the skills acquired during the training course.

Validation by the trainer of the participant's learning outcomes, specifying the tools used: multiple-choice questions, role-playing exercises, etc.

At the end of each training course, ITTCERT provides participants with a course evaluation questionnaire, which is then analysed by our teaching teams. Participants also complete an official evaluation of the publisher.

An attendance sheet for each half-day of attendance is provided at the end of the training course, along with a certificate of completion if the participant has attended the entire session.

## Practical details

### Teaching methods

Training in French. Official course material in English and digital format. Good understanding of written English.

## Course schedule

### 1 Introduction to generative AI

- Generative AI explained.
- Fundamental models.
- AWS generative AI services.

#### Demonstration

Generative AI solution.

### 2 Exploring use cases for generative AI

- Identify relevant use cases.
- Generative AI applications and use cases.
- Explore scenarios for using generative AI.

#### Case study

Use cases for classroom exercises.

### 3 Prompt engineering essentials

- Introduction to prompt engineering.
- Best practices for designing prompts.
- Advanced prompting strategies.
- Model settings and parameters.

#### Hands-on work

Optimized slogan generation with Amazon Bedrock.

### 4 Principles and considerations for responsible AI

- Introduction to responsible AI.
- Key dimensions of responsible AI.
- Considerations specific to generative AI.

#### Hands-on work

Implementing responsible AI principles with Amazon Bedrock Guardrails.

### 5 Security, governance and compliance

- Safety overview.
- Malicious prompts.
- Safety services for generative AI.
- Governance.
- Compliance.

## TEACHING AIDS AND TECHNICAL RESOURCES

The teaching resources used are the publisher's official materials and practical exercises.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training course.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you have specific accessibility requirements? Contact Ms FOSSE, disability advisor, at the following address: [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) so that we can assess your request and its feasibility.

## 6 Implementing generative AI projects

- Introduction: Generative AI applications.
- Define a use case.
- Select a fundamental model.
- Improving performance.
- Evaluate results.
- Deploy the application.

### Demonstration

Amazon Q Business.

## 7 Integrating generative AI into the development cycle

- Introduction.

### Hands-on work

Final project: Creating a project plan with generative AI.

## 8 Closing the course

- Next steps and additional resources.
- Course summary.

## Dates and locations

### REMOTE CLASS

2026: 24 Mar., 25 Mar., 27 May, 16 June, 9 Sep.,  
29 Sep., 25 Nov., 8 Dec.

### PARIS LA DÉFENSE

2026: 18 Mar., 24 Mar., 20 May, 16 June, 2 Sep.,  
29 Sep., 18 Nov., 8 Dec.