

## Artificial Intelligence for the Business Professional™ (AIZ-210) Exam Blueprint



## Introduction to CertNexus

CertNexus is a vendor-neutral certification body, providing emerging technology certifications and micro-credentials for business, data, developer, IT, and security professionals. CertNexus' mission is to assist closing the emerging tech global skills gap while providing individuals with a path towards rewarding careers in Cybersecurity, Data Science, Data Ethics, Internet of Things, and Artificial Intelligence (AI)/ Machine Learning (ML).

We rely on our Subject Matters Experts (SMEs) to provide their industry expertise and help us develop these credentials by participating in a Job Task Analysis, Exam Item Development, and determining the Cut Score. We also depend upon practitioners in the field to participate in a survey of the Job Task Analysis and beta testing to ensure that our certifications validate knowledge and skills relevant to the industry.

## Acknowledgements

CertNexus was honored to have the following Subject Matter Experts contribute to the development of this exam blueprint.

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## Exam Information

AI is not just another technology or process for the business to consider—it is a truly disruptive force, one that promises to deliver an entirely new level of results for all aspects of the business. Even organizations that resist adopting AI will feel its impact. If the organization wants to thrive and survive in this transforming business landscape, it will need to harness the power of AI. AIBIZ helps ensure that business professionals can identify and contribute to AI solutions across business functions and sectors and apply business requirements within AI solutions.

## Candidate Eligibility

The *Artificial Intelligence for the Business Professional™ (AIZ-210)* credential requires no fee, supporting documentation, or other eligibility verification measures for you to complete the credential process. Simply purchase an access key for the Artificial Intelligence for the Business Professional™: *AIBIZ™ (Exam AIZ-210)* course from the CertNexus Store [here](#). This course includes access to the credential process directly through the CHOICE platform.

## Exam Prerequisites

Successful candidates should have foundational knowledge of business processes and general concepts. It is recommended that candidates acquire domain knowledge by attending the *CertNexus® AIBIZ™ (Exam AIZ-210)* course prior to taking the assessment.

## Exam Specifications

**Number of Items:** 25

**Passing Score:** 80% or 20/25 Items

**Duration:** Estimated 20-45 minutes, candidates may retake as many times as desired.

**Exam Options:** Online through the CHOICE platform or in person at select proctored events

**Item Formats:** Multiple Choice/Multiple Response

Upon completion candidates will earn the CertNexus AIBIZ credential.

## Exam Description

### Target Audience:

This assessment is primarily designed for business leaders, consultants, product and project managers, and other decision makers who are interested in growing the business by leveraging the power of AI. Other individuals who wish to explore basic AI concepts are also candidates for this assessment.

### Exam Objective:

Upon successful completion of the AIZ-210 assessment, business professionals will demonstrate an understanding of what Artificial Intelligence (AI) is, how it relates to and can benefit business functions, identify potential risks, and demonstrate an understanding of the challenges and milestones of implementing AI and becoming an AI-driven organization.

To ensure exam candidates possess the aforementioned knowledge, skills, and abilities, the AIBIZ exam will test them on the following domains with the following weightings:

Domain	% of Examination
<b>1.0 Understand AI Fundamentals</b>	20%
<b>2.0 Identify Functions of AI in Business</b>	44%
<b>3.0 Implement Business Requirements for AI</b>	16%
<b>4.0 Identify Risk with AI</b>	20%
<b>Total</b>	<b>100%</b>

The information that follows is meant to help you prepare for your certification exam. This information does not represent an exhaustive list of all the concepts and skills that you may be tested on during your exam. The exam domains, identified previously and included in the objectives listing, represent the large content areas covered in the exam. The objectives within those domains represent the specific tasks associated with the job role(s) being tested. The information beyond the domains and objectives is meant to provide examples of the types of concepts, tools, skills, and abilities that relate to the corresponding domains and objectives. All of this information represents the industry-expert analysis of the job role(s) related to the certification and does not necessarily correlate one-to-one with the content covered in your training program or on your exam. We strongly recommend that you independently study to familiarize yourself with any concept identified here that was not explicitly covered in your training program or products.

## Domains and Objectives

### Domain 1.0 Understand AI Fundamentals

#### Objective 1.1 Define AI concepts.

- Artificial Intelligence
  - General AI
  - Narrow AI
- Machine Learning
  - Supervised
  - Unsupervised
  - Reinforcement learning
- Deep Learning
  - Robotics
  - Natural Language Processing (NLP)
  - Computer vision

#### Objective 1.2 Acknowledge the history of AI.

- Timeline
- Contributors
  - Turing
  - IBM Deep Blue
  - DeepMind

- Enabling Technologies
  - Cloud
  - Big data
  - Graphics Processing Units (GPU)

## **Domain 2.0 Identify Functions of AI in Business**

### **Objective 2.1 Improve user experience.**

- Chatbot
- Assist Agents
- Sentiment Analysis
- Natural Language Processing
- Emotion AI
- Web personalization
- Recommender systems

### **Objective 2.2 Segment audiences.**

- Target campaigns
- Predictive systems

### **Objective 2.3 Secure assets.**

- Threat analysis
- Cloud security
- IT Asset Management
- Identify fraud
- Notifications
- Risk detection

### **Objective 2.4 Optimize process.**

- Industrial robots
- Autonomous vehicles
- Robotic Process Automation (RPA)
- Predictive analytics
- AI-enabled Supplier Relationship Management (SRM)
- Cloud virtualization
- Route optimization

## **Domain 3.0 Implement Business Requirements for AI**

### **Objective 3.1 Develop an AI strategy.**

- Align AI to organizational initiatives
  - Digital transformation
  - Data strategy
  - Business strategy
- Align with Environmental, Social, and Governance (ESG) initiatives
  - Diversity, equity, and inclusion
  - Sustainability
  - Data protection
- Organizational Resources

- Talent resources
- Data resources
- Computing resources
- Budget resources
- Stakeholders
- Competitive considerations

**Objective 3.2 Identify data and design requirements.**

- Quantify value proposition
- Identifying use cases
- Review data quality
- Review prototype design assessment

**Domain 4.0 Identify Risk with AI**

**Objective 4.1 Identify organizational considerations.**

- Employee impact
- Organizational readiness (change management)

**Objective 4.2 Identify data risks.**

- Data quality
- Data security
- Data control

**Objective 4.3 Identify governance.**

- Ethical considerations
  - Privacy
  - Accountability
  - Transparency
  - Bias
- Legal/regulatory considerations
  - EU AI Act
  - U.S. AI Bill of Rights
  - DoD AI Principles

**AIBIZ Acronyms**

<b>Acronym</b>	<b>Expanded Form</b>
AGI	artificial general intelligence
API	application programming interface
AI	artificial intelligence
AI RMF	AI Risk Management Framework
ANN	artificial neural network
AWS	Amazon Web Services
CPU	central processing unit

CUDA	Compute Unified Device Architecture
CV	computer vision
DL	deep learning
ESG	environmental, social, and governance
GAN	generative adversarial network
GCE	Google Compute Engine
GPT	Generative Pre-trained Transformer
GPU	graphics processing unit
IoT	Internet of Things
ITAM	information technology asset management
LLM	large language model
ML	machine learning
NLP	natural language processing
NLU	natural language understanding
OCR	optical character recognition
POC	proof of concept
RPA	robotic process automation
SRM	supplier relationship management



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