Training: AWS
AWS Certified AI Business Strategist (AIB-C01) Exam (beta exam)

TRAINING GOALS:

The AWS Certified AI Business Strategist (AIB-C01) exam is intended for individuals who evaluate, champion, or scale AI initiatives in their organizations or for their clients. The exam validates a candidate's ability to translate AI capabilities into business outcomes, establish responsible AI practices, and drive AI adoption at scale.

The exam validates a candidate’s ability to complete the following tasks:

- Apply foundational AI concepts and terminology to business contexts.
- Select appropriate AI solution types based on business requirements and constraints.
- Use generative AI (GenAI) techniques, including prompt engineering and model adaptation, to achieve business outcomes.
- Develop and prioritize AI strategies that align with organizational objectives.
- Measure AI business value using key performance indicators (KPIs), return on investment (ROI) frameworks, and baseline metrics.
- Position AI initiatives for competitive advantage and business model transformation.
- Apply responsible AI principles when making business decisions that require tradeoffs.
- Establish governance structures and ensure regulatory compliance for AI initiatives.
- Identify enterprise AI risks and direct appropriate mitigation strategies.
- Assess organizational AI readiness and maturity across people, processes, technology, and governance.
- Evaluate data and infrastructure foundations required to support AI initiatives.
- Lead enterprise-wide change management and build AI-ready workforce capabilities.
- Scale AI initiatives from pilots to enterprise-wide deployments by using iterative approaches.

Target candidate description

The target candidate is a business professional who evaluates, champions, or scales AI initiatives in their organization or for their clients. The target candidate works alongside technical teams but does not build AI solutions themselves. Typical roles include product managers, program managers, sales professionals, line-of-business managers, consultants, marketers, and business analysts. No coding or hands-on AWS implementation experience is required. The target candidate should have a basic

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ul. Tatarska 5, 30-103 Kraków, tel.: (12) 298 47 77
ul. Postępu 18B, 02-676 Warszawa, tel.: (22) 417 41 70
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familiarity with AI concepts, and a general awareness of what AWS AI services offer at a business level (without needing hands-on experience with the services). A baseline of 6 months of experience working with or alongside teams adopting AI is recommended. These professionals are expected to recognize common categories of AI tools and their business applications, such as recommendation engines, natural language processing (NLP), computer vision, document extraction, and AI for customer operations, without needing to configure or build these solutions.

Recommended AWS knowledge

The target candidate should have familiarity with AWS AI and machine learning (ML) service offerings at a strategic level, including their business applications. Technical implementation expertise is not required.

Familiarity with the following services at a high level:

- Amazon Bedrock (generative AI [GenAI] platform, pricing tiers, Guardrails, Knowledge Bases)
- Amazon SageMaker AI (custom ML and when to use managed or custom solutions)
- Amazon Quick (AI-powered business assistants)

Domains & Competencies

Content Domain 1: AI Fundamentals and Literacy (24% of scored content)

Content Domain 2: AI Strategy and Business Value Creation (28% of scored content)

Content Domain 3: AI Governance and Responsible AI Leadership (24% of scored content)

Content Domain 4: Business Readiness, Leadership, and AI Transformation (24% of scored content)

Detailed described domains, list of specific tools and technologies that might be covered on the exam, as well as lists of in-scope AWS services
https://docs.aws.amazon.com/pdfs/aws-certification/latest/ai-business-strategist-01/ai-business-strategist-01.pdf#ai-business-strategist-01

Exam overview

Category: Business

Length: 170 minutes to complete the exam

Cost: 50 USD (beta exam pricing; standard exam price is 100 USD) (*when purchasing directly from AWS)

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Visit Exam pricing for additional cost information.

Format: 85 questions; either multiple choice or multiple response

Delivery method: Pearson VUE testing center or online proctored exam.

Difficulty level



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