

## Global Monthly Release Catalog

December 2024

Valued Learner,

We're pleased to present to you with this month's LinkedIn Learning course releases. We've also included the top 25 courses of the month.

Please reach out to your Account Director or Customer Success Manager with any questions or concerns.

Yours in Learning,  
The LinkedIn Learning Global Content Team

Link	Subject	Course Name
<a href="#">🔗</a>	Artificial Intelligence for Business	Creating a Responsible Generative AI Use Policy
<a href="#">🔗</a>	Artificial Intelligence for Business	Everyday AI Business Tools
<a href="#">🔗</a>	Artificial Intelligence for Business	Getting Started with Autonomous Copilot Agents
<a href="#">🔗</a>	Business Analysis and Strategy	Agile Business Analysis
<a href="#">🔗</a>	Business Analysis and Strategy	AI Strategy and Growth for the Modern Board: A Conversation with Dr. Lisa Palmer
<a href="#">🔗</a>	Business Analysis and Strategy	ESG Disclosures and Compliance
<a href="#">🔗</a>	Business Analysis and Strategy	Hybrid Facilitation for Business Analysis
<a href="#">🔗</a>	Business Analysis and Strategy	Learning AI for Business Analysis
<a href="#">🔗</a>	Business Analysis and Strategy	Learning Google Gemini for Business Analysis
<a href="#">🔗</a>	Business Analysis and Strategy	Tableau Supply Chain Dashboarding
<a href="#">🔗</a>	Business Analysis and Strategy	Use AI to Reimagine Business Processes
<a href="#">🔗</a>	Business Analysis and Strategy	Using Generative Artificial Intelligence (AI) in Supply Chains
<a href="#">🔗</a>	Customer Service	Customer Service: Handling Abusive Customers
<a href="#">🔗</a>	General Business Software	Access Essential Training (Office 365/Microsoft)
<a href="#">🔗</a>	General Business Software	Excel: Lookup Functions in Depth
<a href="#">🔗</a>	General Business Software	Excel: Power Pivot for Beginners
<a href="#">🔗</a>	General Business Software	Excel: Power Query for Beginners
<a href="#">🔗</a>	General Business Software	Microsoft Loop: AI-Enhanced Project Management and Note-Taking
<a href="#">🔗</a>	General Business Software	Microsoft Teams Essential Training
<a href="#">🔗</a>	General Business Software	Nano Tips to Streamline Work Tasks Using Microsoft Copilot with Lachezar Arabadzhiev
<a href="#">🔗</a>	General Business Software	PowerPoint: Creating an Infographic
<a href="#">🔗</a>	General Skills	Japanese for Absolute Beginners
<a href="#">🔗</a>	General Skills	Nano Tips for Unlocking Micro Moments with Gemma Leigh Roberts
<a href="#">🔗</a>	General Skills	Speak or Listen: Navigating Conversational Dynamics
<a href="#">🔗</a>	General Skills	Tips to Coach Yourself to High Performance Daily
<a href="#">🔗</a>	HR	AI and Data-Driven Decision-Making for HR
<a href="#">🔗</a>	HR	How AI in Hiring Can Expand Economic Opportunity with Aneesh Raman and Papia Debroy
<a href="#">🔗</a>	Marketing	Content Creation: Strategy and Tools
<a href="#">🔗</a>	Marketing	Marketing Analytics: Setting and Measuring KPIs
<a href="#">🔗</a>	Marketing	Market Research: Qualitative
<a href="#">🔗</a>	Marketing	Market Research: Quantitative
<a href="#">🔗</a>	Marketing	Nano Tips for Creating Short Form Video That Engages with AJ Eckstein
<a href="#">🔗</a>	Marketing	SEO Copywriting: Crafting Content for Both Humans and Search Engines
<a href="#">🔗</a>	Marketing	Tips to Boost Your Analytical Thinking

Link	Subject	Course Name
<a href="#">🔗</a>	Project Management	Mastering Complexity: Essential Skills for Project Managers
<a href="#">🔗</a>	Project Management	Project Management with monday.com
<a href="#">🔗</a>	Project Management	Six Tips for Project Management During a Crisis

Link	Subject	Course Name
<a href="#">🔗</a>	Artificial Intelligence for Technology	A Hands-On Introduction to Hugging Face for Developers
<a href="#">🔗</a>	Artificial Intelligence for Technology	AI Memory: Exploring and Building LLM Memory Systems
<a href="#">🔗</a>	Artificial Intelligence for Technology	Building AI Agents with AutoGen
<a href="#">🔗</a>	Artificial Intelligence for Technology	Data-Centric Visual AI
<a href="#">🔗</a>	Artificial Intelligence for Technology	GitHub Models: Prototyping with AI Models
<a href="#">🔗</a>	Artificial Intelligence for Technology	Introduction to Agentic AI: Getting Started with AutoGen Studio
<a href="#">🔗</a>	Artificial Intelligence for Technology	Learning Amazon SageMaker AI
<a href="#">🔗</a>	Artificial Intelligence for Technology	LLMOps in Practice: A Deep Dive
<a href="#">🔗</a>	Artificial Intelligence for Technology	Mastering Large Language Models with the Cohere API
<a href="#">🔗</a>	Back-End Web Development	Complete Guide to Ruby
<a href="#">🔗</a>	Back-End Web Development	Web APIs in Rust
<a href="#">🔗</a>	Cloud Computing	Building AI-Ready Applications with Azure Databases and AI
<a href="#">🔗</a>	Cloud Computing	Microsoft Azure Developer Associate (AZ-204) Cert Prep by Microsoft Press
<a href="#">🔗</a>	Cloud Computing	Microsoft Azure: Security Concepts
<a href="#">🔗</a>	Cloud Computing	Practice Exam 1 for Oracle Cloud Infrastructure Architect Associate
<a href="#">🔗</a>	Cloud Computing	Practice Exam 2 for Oracle Cloud Infrastructure Architect Associate
<a href="#">🔗</a>	Cloud Computing	Practice Exam 3 for Oracle Cloud Infrastructure Architect Associate
<a href="#">🔗</a>	Cloud Computing	Practice Exam 4 for Oracle Cloud Infrastructure Architect Associate
<a href="#">🔗</a>	Data Science	Accelerated MATLAB
<a href="#">🔗</a>	Data Science	Data Mesh Architecture: Core Concepts
<a href="#">🔗</a>	Data Science	Data Quality: Core Concepts
<a href="#">🔗</a>	Data Science	Generative AI for Data Engineering: ChatGPT Power Tips
<a href="#">🔗</a>	Data Science	Guided Lab: Real-World Data Engineering Project with Azure Fabric
<a href="#">🔗</a>	Data Science	MLOps with Databricks
<a href="#">🔗</a>	Data Science	Power BI Copilot Tips and Troubleshooting
<a href="#">🔗</a>	Databases	Leveraging PostgreSQL with RAG
<a href="#">🔗</a>	Front-End Web Development	Angular: Building Large Applications
<a href="#">🔗</a>	Front-End Web Development	End-to-End JavaScript Testing with Cypress.io
<a href="#">🔗</a>	Front-End Web Development	Type-Safe Redux: Advanced Techniques with TypeScript

Link	Subject	Course Name
<a href="#">🔗</a>	Programming Languages	Advanced C#: Functional Programming Patterns
<a href="#">🔗</a>	Programming Languages	Advanced Python
<a href="#">🔗</a>	Programming Languages	Build REST APIs with FastAPI
<a href="#">🔗</a>	Programming Languages	Complete Guide to GitHub Copilot for Developers by Microsoft Press
<a href="#">🔗</a>	Programming Languages	Django Essential Training
<a href="#">🔗</a>	Programming Languages	Foundations of AI and Machine Learning for Java Developers
<a href="#">🔗</a>	Programming Languages	Modern Java Development: Creating a Book Search Engine from Scratch Using GitHub Copilot
<a href="#">🔗</a>	Programming Languages	Programming Foundations: Application Architecture
<a href="#">🔗</a>	Programming Languages	Secure Coding in Python
<a href="#">🔗</a>	Programming Languages	Visual Studio Essential Training
<a href="#">🔗</a>	Security	Common Vulnerabilities and Exposures (CVE)
<a href="#">🔗</a>	Security	Complete Guide to Microsoft Copilot for Security: Empower and Protect the Security Operations Center (SOC) by Microsoft Press
<a href="#">🔗</a>	Security	Cybersecurity Awareness: Phishing Attacks
<a href="#">🔗</a>	Security	Foundations of Physical PenTesting
<a href="#">🔗</a>	Security	Practice Exam 1 for CompTIA Linux+ (XK0-005)
<a href="#">🔗</a>	Security	Practice Exam 2 for CompTIA Linux+ (XK0-005)
<a href="#">🔗</a>	Security	Practice Exam 3 for CompTIA Linux+ (XK0-005)
<a href="#">🔗</a>	Security	Red Team Operator Series
<a href="#">🔗</a>	Security	Strategies for Computer Security Incident Response Team (CSIRT)
<a href="#">🔗</a>	Tech Career Skills	Succeeding as a First-Time Tech Manager
<a href="#">🔗</a>	Tools and Methodologies	Introduction to IT Architecture

Link ▲	Subject ▲	Course Name ▲
🔗	AEC	Fieldwire: Construction Field Management
🔗	Art and Design	Illustrator 2025 Essential Training
🔗	Art and Design	InDesign 2025 Essential Training
🔗	Photography and Video	Premiere Pro 2025 Essential Training
🔗	User Experience	Illustrator for UX Design
🔗	User Experience	Penpot for UX Design

Link	Subject	Course Name	Course Name EN
<a href="#">🔗</a>	Business Analysis and Strategy	KI-Anwendungsfälle identifizieren	Identifying AI Use Cases
<a href="#">🔗</a>	Career Development	Einen Job finden als Drittstaatsangehörige:r und Mensch mit Fluchthintergrund	Finding a job as a third-country national and person with a refugee background
<a href="#">🔗</a>	Cloud Computing	AWS Cloud Practitioner (CLF-C02) 4: Abrechnung, Preisgestaltung und Support	AWS Certified Cloud Practitioner (CLF-C02) Cert Prep: 4 Billing, Pricing, And Support
<a href="#">🔗</a>	Cloud Computing	Copilot für Azure Grundkurs	Copilot für Azure Essential Training
<a href="#">🔗</a>	Cloud Computing	Microsoft Azure: Automatisierung	Microsoft Azure: Automation
<a href="#">🔗</a>	General Business Software	LinkedIn Recruiter lernen	Learning LinkedIn Recruiter
<a href="#">🔗</a>	General Business Software	Viva Engage Grundkurs	Viva Engage Essential Training
<a href="#">🔗</a>	General Skills	Business Englisch: Feedback geben und empfangen	Business English: Giving and receiving feedback
<a href="#">🔗</a>	General Skills	Business Englisch: Gespräche leiten und gestalten	Business English: Lead the conversation
<a href="#">🔗</a>	General Skills	Business Englisch: Nomen und Adjektive	Business English: Effective use of nouns and adjectives
<a href="#">🔗</a>	General Skills	Inklusive Sprache: Gendern – Grundlagen	Inclusive Language: Gendering Foundations
<a href="#">🔗</a>	Help Desk	Microsoft Power Platform und Sharepoint: Praktische Low-Code-Lösungen entwickeln	Microsoft Power Platform and Sharepoint: Developing Practical Low Code Apps
<a href="#">🔗</a>	HR	Employee Experience: Mitarbeiterbindung vom Recruiting bis zum Offboarding	Employee Experience: employee retention from recruiting to offboarding
<a href="#">🔗</a>	Leadership and Management	Führung in Zeiten von Veränderungen	Leading with Stability during Times of Change and Disruption
<a href="#">🔗</a>	Leadership and Management	Ihre erfolgreiche Unternehmenskultur entwickeln	Organizational Culture
<a href="#">🔗</a>	Leadership and Management	Nein sagen: Führungskräfte müssen sich abgrenzen können	Saying No: Managers Need to Set Borders

Link	Subject	Course Name	Course Name EN
<a href="#">🔗</a>	Art and Design	Adobe Illustrator Esencial	Adobe Illustrator Essential Training
<a href="#">🔗</a>	Art and Design	Creatividad en la empresa: Técnicas prácticas para generar mejores ideas	Creativity in business: Practical techniques for generating better ideas
<a href="#">🔗</a>	Artificial Intelligence for Business	Aumenta el impacto de tu coaching con la IA generativa	Enhance Your Coaching Impact with Generative AI
<a href="#">🔗</a>	Artificial Intelligence for Business	Descubre el uso de agentes de IA para mejorar la colaboración en tu equipo	Discover How Using AI Agents Can Improve Team Collaboration
<a href="#">🔗</a>	Artificial Intelligence for Business	IA responsable para directivos	Responsible AI for Managers
<a href="#">🔗</a>	Education and Instructional Design	Alfabetización informacional en la era de la inteligencia artificial	Information Literacy in the Era of Artificial Intelligence
<a href="#">🔗</a>	General Business Software	Control de inmovilizados de una empresa con Powers App basadas en modelos	Controlling a company's fixed assets with model-based Power Apps
<a href="#">🔗</a>	General Skills	Cómo hablar para que te escuchen	How to Speak So People Want to Listen
<a href="#">🔗</a>	General Skills	Fundamentos del trabajo en equipo	Teamwork Foundations
<a href="#">🔗</a>	General Skills	Inglés de negocios: Expresiones comunes para gestión y liderazgo	Business English: Common Expressions for management and leadership
<a href="#">🔗</a>	General Skills	Inglés de negocios: Verbos compuestos para gestión y liderazgo	Business English: Phrasal verbs for management and leadership
<a href="#">🔗</a>	Marketing	Fundamentos del Branding	Branding Foundations
<a href="#">🔗</a>	Programming Languages	Domina Keras	Master Keras
<a href="#">🔗</a>	Programming Languages	Domina LangChain	Master LangChain
<a href="#">🔗</a>	Programming Languages	Domina Python: NLTK	Master Python: NLTK
<a href="#">🔗</a>	Programming Languages	Domina Python: PySpark	Master Python: PySpark
<a href="#">🔗</a>	Programming Languages	Domina Python: SciPy	Master Python: SciPy
<a href="#">🔗</a>	Security	Microsoft Copilot para Seguridad	Microsoft Copilot for Security
<a href="#">🔗</a>	Specialized Business Software	Análisis financiero con Power BI	Financial Analysis with Power BI



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<a href="#">🔗</a>	Art and Design	Briefer et échanger avec un graphiste	Briefing and communicating with a graphic designer
<a href="#">🔗</a>	Artificial Intelligence for Business	Améliorer l'impact de votre coaching avec l'IA générative	Enhance Your Coaching Impact with Generative AI
<a href="#">🔗</a>	Artificial Intelligence for Business	Créer une culture de collaboration en équipe grâce à l'IA générative	Building a Collaborative Team Culture with AI
<a href="#">🔗</a>	Artificial Intelligence for Business	L'IA responsable pour les managers	Responsible AI for Managers
<a href="#">🔗</a>	Data Science	Python : Les fonctions pour la data science	Python Functions for Data Science
<a href="#">🔗</a>	Finance and Accounting	Les fondements de la finance	Finance Foundations
<a href="#">🔗</a>	General Skills	10 minutes, un livre : Allier vie saine et performance professionnelle	10 Minutes, One Book: Balancing a Healthy Life and Professional Performance
<a href="#">🔗</a>	General Skills	Écouter efficacement	Effective Listening
<a href="#">🔗</a>	General Skills	Fixer des limites dans vos relations professionnelles	Setting Boundaries in Your Professional Relationships
<a href="#">🔗</a>	General Skills	L'anglais des affaires : Réussir ses appels (en anglais)	Business English: Phone Calls
<a href="#">🔗</a>	General Skills	Les fondements de la présentation	Creating and Giving Business Presentations
<a href="#">🔗</a>	HR	Cultiver son ouverture culturelle	Cultivating Cultural Competence and Inclusion
<a href="#">🔗</a>	Programming Languages	Examen blanc 1 pour GitHub Foundations Certification	Practice Exam 1 for GitHub Foundations Certification
<a href="#">🔗</a>	Programming Languages	Examen blanc 2 pour GitHub Foundations Certification	Practice Exam 2 for GitHub Foundations Certification
<a href="#">🔗</a>	Security	Examen blanc 1 pour CompTIA CySA+ (CS0-003)	Practice Exam 1 for CompTIA CySA+ (CS0-003)
<a href="#">🔗</a>	Security	Examen blanc 2 pour ISC2 Certified Information Systems Security Professional (CISSP) (2024)	Practice Exam 2 ISC2 Certified Information Systems Security Professional (CISSP) (2024)

Link	Subject	Course Name	Course Name EN
<a href="#">🔗</a>	AEC	Revit 基本講座: 仕上げと書き出し	Revit Essential Training: Finishing and Exporting
<a href="#">🔗</a>	Art and Design	3ds Max 基本講座: ライティング・マテリアル・アニメーション	3ds Max Essential Training: lighting, Materials, and Animation
<a href="#">🔗</a>	Artificial Intelligence for Business	AIイノベーションの最先端を行くチームを作る	How to Keep Your Team on the Bleeding Edge of AI Innovation
<a href="#">🔗</a>	Artificial Intelligence for Business	ChatGPTを使って英語を学習する	Learning English with ChatGPT
<a href="#">🔗</a>	Artificial Intelligence for Business	ウィークリー生成AIツールシリーズ	Weekly Generative AI Tool Series
<a href="#">🔗</a>	Artificial Intelligence for Business	リーダーシップにおけるAI活用の課題とチャンス	AI Challenges and Opportunities for Leadership
<a href="#">🔗</a>	Artificial Intelligence for Business	生成AIをビジネス戦略に組み込む	Integrating Generative AI into Business Strategy
<a href="#">🔗</a>	Artificial Intelligence for Business	組織で責任あるAIを主導する	Leading Responsible AI in Organizations
<a href="#">🔗</a>	Career Development	1分で学ぶ: 昇進のチャンスを高めるヒント	1 Minute Learning: How to Get Promoted Faster
<a href="#">🔗</a>	Career Development	働く親としてワークライフバランスを実現する	Strategies for Working Parents
<a href="#">🔗</a>	General Business Software	Excel 入門	Learning Excel
<a href="#">🔗</a>	General Skills	英語でのパブリックスピーキングを成功させる	Succeeding in Public Speaking in English
<a href="#">🔗</a>	General Skills	英語で学ぶビジネス英語: TOEIC Listening & Reading Testの準備をする	Business English: TOEIC Test Preparation – Listening and Reading
<a href="#">🔗</a>	General Skills	英語で学ぶビジネス英語: TOEIC Speaking & Writing Tests - Writingの準備をする	Business English: TOEIC Test Preparation – Writing
<a href="#">🔗</a>	Programming Languages	GitHub Foundations Certification 模擬試験 4	Practice Exam 4 for GitHub Foundations Certification
<a href="#">🔗</a>	Programming Languages	GitHub Foundations Certification 模擬試験 1	Practice Exam 1 for GitHub Foundations Certification
<a href="#">🔗</a>	Programming Languages	GitHub Foundations Certification 模擬試験 2	Practice Exam 2 for GitHub Foundations Certification
<a href="#">🔗</a>	Programming Languages	GitHub Foundations Certification 模擬試験 3	Practice Exam 3 for GitHub Foundations Certification

Link	Subject	Course Name	Course Name EN
<a href="#">🔗</a>	Artificial Intelligence for Business	Copilot no Word: Crie e Aperfeiçoe Documentos com IA	Copilot in Word: Create and Refine Documents with AI
<a href="#">🔗</a>	Artificial Intelligence for Business	IA-900: Visão Geral da IA Generativa e Casos de Uso	AI-900: Generative AI Overview and Use Cases
<a href="#">🔗</a>	Artificial Intelligence for Technology	Gestão Ética com Inteligência Artificial Responsável	Responsible AI for Managers
<a href="#">🔗</a>	Artificial Intelligence for Technology	IA-900: Informação de Documentos e Mineração de Conhecimento	IA-900: Document Information and Knowledge Mining
<a href="#">🔗</a>	Artificial Intelligence for Technology	IA-900: Processamento de Linguagem Natural	IA-900: Natural Language Processing
<a href="#">🔗</a>	Artificial Intelligence for Technology	IA-900: Visão Computacional	IA-900: Computer Vision
<a href="#">🔗</a>	Artificial Intelligence for Technology	IA-900: Visão Geral da IA no Azure	AI-900: Overview of AI on Azure
<a href="#">🔗</a>	Data Science	Analista de Dados: 10 Competências Profissionais Essenciais	Data Analyst: 10 Essential Professional Skills
<a href="#">🔗</a>	General Business Software	Torne-se um Citizen Developer (Parte 1): Primeiros Passos	Become a Citizen Developer (Part 1): First Steps
<a href="#">🔗</a>	General Skills	Hábitos de 1 Minuto para Fortalecer sua Inteligência Emocional	1-Minute Habits to Strengthen Your Emotional Intelligence
<a href="#">🔗</a>	Leadership and Management	Como Aumentar o Impacto do Seu Coaching com IA Generativa	Enhance Your Coaching Impact with Generative AI
<a href="#">🔗</a>	Leadership and Management	Como Construir uma Cultura de Equipe Colaborativa com IA Generativa	Building a Collaborative Team Culture with AI
<a href="#">🔗</a>	Leadership and Management	Liderança com Inovação: Estratégias para Manter sua Equipe na Vanguarda da IA	How to Keep Your Team on the Bleeding Edge of AI Innovation
<a href="#">🔗</a>	Leadership and Management	Liderança com Inteligência Emocional	Leading with Emotional Intelligence
<a href="#">🔗</a>	Leadership and Management	Transforme-se em um Novo Gerente com o Impulso da Inteligência Artificial	Become an AI-Powered Manager
<a href="#">🔗</a>	Security	Microsoft Copilot para Segurança	Microsoft Copilot for Security

Link	Subject	Course Name	Course Name EN
<a href="#">🔗</a>	Artificial Intelligence for Business	AI 时代的经理指南：职业对话	The Manager's Guide to Career Conversations in the Age of AI
<a href="#">🔗</a>	Artificial Intelligence for Business	Teams 中的 Copilot: AI 助力团队合作	Copilot in Teams: AI-Powered Collaboration
<a href="#">🔗</a>	Business Analysis and Strategy	供应链基础：风险与应变能力	Supply Chain Foundations: Risk and Resilience
<a href="#">🔗</a>	Career Development	面试技巧：营销经理篇	Job Interview Tips for Marketing Managers
<a href="#">🔗</a>	HR	企业和组织的学习与发展	Organizational Learning and Development
<a href="#">🔗</a>	Leadership and Management	生成式 AI 助力你的辅导影响力	Enhance Your Coaching Impact with Generative AI
<a href="#">🔗</a>	Leadership and Management	管理者的负责任 AI	Responsible AI for Managers
<a href="#">🔗</a>	Marketing	领导市场营销团队	Leading a Marketing Team

Link	Language	Course Name	Course Name EN
	EN	Agile Foundations	Agile Foundations
	EN	Communicating with Confidence	Communicating with Confidence
	EN	Communication Foundations	Communication Foundations
	EN	Complete Guide to Power BI for Data Analysts by Microsoft Press	Complete Guide to Power BI for Data Analysts by Microsoft Press
	EN	Cybersecurity at Work	Cybersecurity at Work
	EN	Cybersecurity Foundations	Cybersecurity Foundations
	EN	Data Literacy: Exploring and Describing Data	Data Literacy: Exploring and Describing Data
	EN	Excel 2016 Essential Training	Excel 2016 Essential Training
	EN	Excel Essential Training (Microsoft 365)	Excel Essential Training (Microsoft 365)
	EN	Excel Tips Weekly	Excel Tips Weekly
	EN	Excel: Advanced Formulas and Functions	Excel: Advanced Formulas and Functions
	EN	Generative AI for Business Leaders	Generative AI for Business Leaders
	EN	Introduction to Artificial Intelligence (2023)	Introduction to Artificial Intelligence (2023)
	EN	Introduction to Prompt Engineering for Generative AI (2023)	Introduction to Prompt Engineering for Generative AI (2023)
	EN	ISC2 Certified Information Systems Security Professional (CISSP) (2024) Cert Prep	ISC2 Certified Information Systems Security Professional (CISSP) (2024) Cert Prep
	EN	Leadership Foundations	Leadership Foundations
	EN	Learning Data Analytics: 1 Foundations	Learning Data Analytics: 1 Foundations
	EN	Power BI Essential Training	Power BI Essential Training
	EN	Problem-Solving Techniques	Problem-Solving Techniques
	EN	Project Management Foundations	Project Management Foundations
	EN	Project Management Simplified	Project Management Simplified
	EN	Python Essential Training	Python Essential Training
	EN	SQL Essential Training	SQL Essential Training
	EN	Time Management Fundamentals	Time Management Fundamentals
	EN	What Is Generative AI?	What Is Generative AI?