Exam Guide (AIB-C01)

AWS Certified AI Business Strategist

Copyright © 2026 Amazon Web Services, Inc. and/or its affiliates. All rights reserved.

AWS Certified AI Business Strategist: Exam Guide (AIB-C01)

Copyright © 2026 Amazon Web Services, Inc. and/or its affiliates. All rights reserved.

Amazon's trademarks and trade dress may not be used in connection with any product or service that is not Amazon's, in any manner that is likely to cause confusion among customers, or in any manner that disparages or discredits Amazon. All other trademarks not owned by Amazon are the property of their respective owners, who may or may not be affiliated with, connected to, or sponsored by Amazon.

Table of Contents

AWS Certified AI Business Strategist (AIB-C01) 1
Introduction 1
Target candidate description 2
Recommended AWS knowledge 2
Job tasks that are out of scope for the target candidate 3
Exam content 4
Question types 4
Exam duration 4
Exam results 4
Content outline 5
Content Domain 1: AI Fundamentals and Literacy 5
Task 1.1: Describe core AI concepts and define terminology. 5
Task 1.2: Identify and select appropriate AI solution types. 6
Task 1.3: Apply GenAI concepts and techniques. 6
Content Domain 2: AI Strategy and Business Value Creation 6
Task 2.1: Develop AI strategies that align with business objectives. 7
Task 2.2: Measure and demonstrate AI business value. 7
Task 2.3: Position AI for competitive advantage. 7
Content Domain 3: AI Governance and Responsible AI Leadership 8
Task 3.1: Apply responsible AI principles to business decisions. 8
Task 3.2: Establish AI governance structures and ensure regulatory compliance. 8
Task 3.3: Identify enterprise AI risks and direct mitigation strategies. 9
Content Domain 4: Business Readiness, Leadership, and AI Transformation 9
Task 4.1: Assess AI business readiness and maturity. 9
Task 4.2: Establish data and infrastructure foundations for AI. 10
Task 4.3: Lead enterprise-wide change and build AI-ready workforce capabilities. 10
Task 4.4: Scale AI from pilots to enterprise-wide deployments. 10
Technologies and concepts that might appear on the exam 11
In-scope AWS services and features 12
AI and Machine Learning (basic application only) 12
Business Intelligence (basic application only) 13
Cloud Strategy and Governance 13
Pricing and Cost Management 13
Out-of-scope AWS services and features 13

Survey 14

AWS Certified AI Business Strategist (AIB-C01)

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.

Topics

- Introduction
- Target candidate description
- Exam content
- Content outline
- Content Domain 1: AI Fundamentals and Literacy
- Content Domain 2: AI Strategy and Business Value Creation
- Content Domain 3: AI Governance and Responsible AI Leadership
- Content Domain 4: Business Readiness, Leadership, and AI Transformation
- Technologies and concepts that might appear on the exam
- In-scope AWS services and features
- Out-of-scope AWS services and features
- Survey

Introduction

The AWS Certified AI Business Strategist (AIB-C01) exam validates a business professional's ability to translate AI capabilities into business outcomes, establish responsible AI practices, evaluate opportunities to optimize AI solutions, and drive AI adoption at scale. The exam covers AI strategy, governance, and organizational transformation grounded in foundational AI literacy. The exam prioritizes strategic decision-making over technical implementation.

The exam also 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 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)

Familiarity with AWS frameworks and guidelines that support responsible, scalable AI adoption:

- AWS Cloud Adoption Framework (AWS CAF) for planning and scaling AI initiatives across an organization
- AWS shared responsibility model for AI workloads, including data security and compliance at a governance level
- AWS Well-Architected Framework (Responsible AI Lens) for governance best practices

Familiarity with AWS tools that support business case development and return on investment (ROI) analysis:

- AWS AI service pricing structures (for example, consumption-based, instance-based, seat-based)
- Cost optimization strategies (for example, Savings Plans)
- AWS Pricing Calculator and AWS Cost Explorer for cost planning
- AWS Marketplace for evaluating build-buy-partner decisions

Job tasks that are out of scope for the target candidate

The following list contains job tasks that the target candidate is not expected to be able to perform. This list is non-exhaustive. The following tasks are out of scope for the exam:

- Developing or coding AI and ML models or algorithms
- Implementing data engineering or feature engineering techniques
- Performing hyperparameter tuning or model optimization
- Building and deploying AI and ML pipelines or infrastructure
- Conducting mathematical or statistical analysis of AI and ML models
- Implementing security or compliance protocols for AI and ML systems
- Configuring, deploying, or administering AWS services or cloud infrastructure

- Selecting or tuning specific algorithms, frameworks, or technical architectures for AI solutions
- Performing hands-on data pre-processing, cleaning, labeling, or annotation
- Managing technical operations of AI systems in production (for example, monitoring infrastructure, debugging pipelines, troubleshooting model performance)

Exam content

Question types

The exam contains one or more of the following question types:

- **Multiple choice:** Has one correct response and three incorrect responses (distractors).
- **Multiple response:** Has two or more correct responses out of five or more response options. You must select all the correct responses to receive credit for the question.

Unanswered questions are scored as incorrect. There is no penalty for guessing.

Exam duration

You will have 130 minutes to complete your exam.

Exam results

The AWS Certified AI Business Strategist (AIB-C01) exam has a pass or fail designation.[1] The exam is scored against a minimum standard established by AWS professionals who follow certification industry best practices and guidelines.

Note

[1] For additional information on beta testing, see Before Testing policies.

Your results for the exam are reported as a scaled score of 100–1,000. The minimum passing score is 700. Your score shows how you performed on the exam as a whole and whether you passed. Scaled scoring models help equate scores across multiple exam forms that might have slightly different difficulty levels.

Your score report could contain a table of classifications of your performance at each section level. The exam uses a compensatory scoring model, which means that you do not need to achieve a passing score in each section. You need to pass only the overall exam.

Each section of the exam has a specific weighting, so some sections have more questions than other sections have. The table of classifications contains general information that highlights your strengths and weaknesses. Use caution when you interpret section-level feedback.

Content outline

This exam guide includes weightings, content domains, tasks, and skills for the exam. This guide does not provide a comprehensive list of the content on the exam.

The exam has the following content domains and weightings:

- 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)

Content Domain 1: AI Fundamentals and Literacy

Tasks

- Task 1.1: Describe core AI concepts and define terminology.
- Task 1.2: Identify and select appropriate AI solution types.
- Task 1.3: Apply GenAI concepts and techniques.

Task 1.1: Describe core AI concepts and define terminology.

- Skill 1.1.1: Recognize and explain fundamental AI concepts in business contexts (for example, algorithms, models, training, inference, predictions).
- Skill 1.1.2: Distinguish between AI, machine learning (ML), and generative AI (GenAI).
- Skill 1.1.3: Distinguish between structured and unstructured data and explain the relevance of data types for AI.

- Skill 1.1.4: Describe why data quality matters for AI outcomes.
- Skill 1.1.5: Explain concepts related to training an AI model by using historical data.
- Skill 1.1.6: Ensure awareness of global frameworks and unified AI vocabulary (for example, ISO/IEC 23053, ISO/IEC 42001).

Task 1.2: Identify and select appropriate AI solution types.

- Skill 1.2.1: Determine when to use rule-based automation and when to use AI solutions.
- Skill 1.2.2: Distinguish AI agents from other AI solutions and identify the core capabilities of AI agents (for example, autonomy, tool use, agent-to-agent communication, and orchestration strategies).
- Skill 1.2.3: Describe why AI solutions require ongoing monitoring and updates to detect and remediate model drift and performance changes.
- Skill 1.2.4: Establish transparent classification of AI tools (for example, approved, blocked, under evaluation) to mitigate shadow AI risks.

Task 1.3: Apply GenAI concepts and techniques.

- Skill 1.3.1: Apply basic prompt engineering principles to achieve desired AI outputs.
- Skill 1.3.2: Identify when token limits or context window constraints affect GenAI system performance.
- Skill 1.3.3: Recognize how model adaptation techniques (for example, Retrieval Augmented Generation [RAG], fine-tuning) improve AI responses for specific business needs.

Content Domain 2: AI Strategy and Business Value Creation

Tasks

- Task 2.1: Develop AI strategies that align with business objectives.
- Task 2.2: Measure and demonstrate AI business value.
- Task 2.3: Position AI for competitive advantage.

Task 2.1: Develop AI strategies that align with business objectives.

- Skill 2.1.1: Identify high-impact AI use cases across business functions (for example, customer operations, sales and marketing, research and development, software development) and map AI capabilities to specific business outcomes.
- Skill 2.1.2: Evaluate build-buy-partner decisions for AI implementations (by considering factors including budget, timelines, capabilities, vendor proposals, and regulatory compliance requirements).
- Skill 2.1.3: Prioritize AI initiatives based on business value, feasibility, sustainability, and strategic alignment (by deciding to scale, pause, or terminate initiatives).
- Skill 2.1.4: Determine when AI is not the appropriate solution for a business problem.
- Skill 2.1.5: Evaluate key considerations when preparing to transition business processes to AI-based solutions or between AI platforms (for example, business continuity, cost implications, data readiness, performance impact).

Task 2.2: Measure and demonstrate AI business value.

- Skill 2.2.1: Define key performance indicators (KPIs) for AI initiatives, including tangible benefits (for example, cost reduction, revenue growth) and intangible benefits (for example, customer satisfaction, employee productivity).
- Skill 2.2.2: Establish baseline metrics before implementing AI solutions to accurately measure AI adoption effects.
- Skill 2.2.3: Calculate AI return on investment (ROI) by using comprehensive frameworks (for example, time savings, cost reduction, revenue growth, productivity gains).
- Skill 2.2.4: Identify leading indicators that predict AI project success.
- Skill 2.2.5: Implement basic cost factor controls for AI implementations, including cost planning and optimization strategies.

Task 2.3: Position AI for competitive advantage.

- Skill 2.3.1: Assess competitive landscapes and identify advantages to adopting AI.
- Skill 2.3.2: Identify opportunities to transform business models by using AI solutions.
- Skill 2.3.3: Describe how AI creates sustainable competitive advantages and operational improvements.

- Skill 2.3.4: Determine appropriate AI investment levels based on industry maturity and competitive dynamics.

Content Domain 3: AI Governance and Responsible AI Leadership

Tasks

- Task 3.1: Apply responsible AI principles to business decisions.
- Task 3.2: Establish AI governance structures and ensure regulatory compliance.
- Task 3.3: Identify enterprise AI risks and direct mitigation strategies.

Task 3.1: Apply responsible AI principles to business decisions.

- Skill 3.1.1: Apply responsible AI principles and dimensions (for example, fairness, explainability, privacy, safety, transparency, robustness) to business scenarios.
- Skill 3.1.2: Navigate tradeoffs when business objectives conflict with responsible AI principles.
- Skill 3.1.3: Identify when responsible AI practices should be integrated into AI project planning to ensure governance by design.
- Skill 3.1.4: Recognize circumstances when AI systems require human oversight and identify appropriate safeguards (for example, hallucination detection, guardrails, escalation criteria).

Task 3.2: Establish AI governance structures and ensure regulatory compliance.

- Skill 3.2.1: Establish AI governance structures that have appropriate cross-functional representation and clear accountability.
- Skill 3.2.2: Identify and address regulatory compliance risks for business processes that use AI.
- Skill 3.2.3: Identify appropriate access controls and data security measures for AI systems.
- Skill 3.2.4: Apply AI risk classification frameworks to prioritize governance and compliance decisions across the AI lifecycle.

Task 3.3: Identify enterprise AI risks and direct mitigation strategies.

- Skill 3.3.1: Identify the need for risk controls and monitoring mechanisms for AI systems in production.
- Skill 3.3.2: Recognize that bias can occur at multiple stages of the AI lifecycle and explain the importance of ongoing monitoring for bias drift.
- Skill 3.3.3: Manage harmful content risks and intellectual property (IP) concerns for AI systems.
- Skill 3.3.4: Identify and mitigate risks related to AI system reliability (for example, hallucinations, data quality degradation, model drift).

Content Domain 4: Business Readiness, Leadership, and AI Transformation

Tasks

- Task 4.1: Assess AI business readiness and maturity.
- Task 4.2: Establish data and infrastructure foundations for AI.
- Task 4.3: Lead enterprise-wide change and build AI-ready workforce capabilities.
- Task 4.4: Scale AI from pilots to enterprise-wide deployments.

Task 4.1: Assess AI business readiness and maturity.

- Skill 4.1.1: Assess business readiness to adopt AI across critical dimensions (for example, leadership alignment, data quality, cultural preparedness, technical infrastructure, governance frameworks).
- Skill 4.1.2: Apply AI maturity models to evaluate where an enterprise is in its AI journey (for example, experimentation, enterprise-scale deployment).
- Skill 4.1.3: Identify specific capability gaps across people, process, technology, and governance that prevent successful AI transformations.
- Skill 4.1.4: Prioritize development investments and create progression pathways based on strategic objectives and the current business maturity level.

Task 4.2: Establish data and infrastructure foundations for AI.

- Skill 4.2.1: Evaluate data readiness, including data quality, accessibility, and the effects of data silos on AI initiatives.
- Skill 4.2.2: Describe the importance of data strategies, data ownership, and data sharing frameworks that provide the foundation for AI.
- Skill 4.2.3: Assess foundational technology and infrastructure requirements to support AI initiatives.

Task 4.3: Lead enterprise-wide change and build AI-ready workforce capabilities.

- Skill 4.3.1: Establish executive sponsorship and leadership alignment to identify and empower AI champions to sustain momentum across an enterprise.
- Skill 4.3.2: Build cross-functional teams that represent diverse areas of expertise (for example, business leads, technical experts, legal, compliance) and assign clear accountability standards for AI initiatives.
- Skill 4.3.3: Create transparent communication strategies that address workforce concerns about AI (for example, implementation timelines, outcome expectations, effects on workforce roles).
- Skill 4.3.4: Recognize cultural barriers to AI adoption (for example, risk aversion, resistance to change, fear of failure) and identify leadership interventions to address these concerns.
- Skill 4.3.5: Determine appropriate workforce development approaches to accelerate enterprise-wide AI literacy (for example, proof of concept [POC] programs, hackathons, training programs, responsible AI training).
- Skill 4.3.6: Identify opportunities to transition human roles from manual operations to human oversight and collaboration with AI systems, and make strategic decisions that balance human strengths (for example, critical thinking, empathy, creativity) with AI capabilities.

Task 4.4: Scale AI from pilots to enterprise-wide deployments.

- Skill 4.4.1: Apply iterative transformation approaches that progress through phases (for example, envision, experiment, launch, scale).
- Skill 4.4.2: Implement scaling methodologies that start with short-term wins and build toward enterprise-wide deployments.

- Skill 4.4.3: Establish AI centers of excellence (COEs) and cross-functional collaboration mechanisms to support scaling.
- Skill 4.4.4: Establish continuous feedback mechanisms and success metrics to track AI initiative progress and long-term value.
- Skill 4.4.5: Address the transition of AI initiatives from experimental to production-grade, including governance and operational requirements.
- Skill 4.4.6: Evaluate multiple factors throughout AI scaling initiatives across an enterprise to ensure business continuity and performance.

Technologies and concepts that might appear on the exam

The following list contains technologies and concepts that might appear on the exam. This list is non-exhaustive and is subject to change. The order and placement of the items in this list is no indication of their relative weight or importance on the exam:

- Core differences between AI, machine learning (ML), and generative AI (GenAI)
- How AI models are trained, make predictions, and improve over time
- Types of data (for example, structured, unstructured) and why data quality matters for AI
- Basics of prompt engineering and how to get useful AI outputs
- How context windows and tokens affect GenAI performance
- Techniques for improving AI responses (for example, Retrieval Augmented Generation [RAG], fine-tuning)
- What AI agents are and how they differ from other AI tools
- When to use rule-based automation instead of AI
- Why AI systems need ongoing monitoring (for example, model drift, performance changes)
- Risks of unapproved AI tool usage (shadow AI) and how to manage risk
- Measuring AI value by using key performance indicators (KPIs), return on investment (ROI), cost savings, and productivity gains
- Build-buy-partner decisions for AI solutions
- Prioritizing AI initiatives by business impact and feasibility
- Responsible AI principles (for example, fairness, explainability, privacy, safety, transparency)
- Governance structures and who is accountable for AI decisions

- Risk classification for AI systems
- Regulatory and compliance considerations for AI
- Human oversight, guardrails, and knowing when to escalate
- Common AI reliability issues (for example, hallucinations, bias, data quality degradation)
- Intellectual property (IP) considerations when using AI
- Assessing organizational AI readiness and maturity
- Data strategy, data ownership, and breaking down data silos
- Leading change management and workforce transformation for AI
- Building AI literacy across an organization
- Scaling AI from pilots to enterprise-wide adoption
- AI centers of excellence (COEs)
- Amazon Bedrock, Amazon SageMaker AI, and Amazon Quick (at a strategic level)
- AWS Cloud Adoption Framework (AWS CAF)
- AWS shared responsibility model for AI workloads
- AWS AI pricing and cost optimization strategies
- Global AI standards and frameworks (for example, ISO/IEC 23053, ISO/IEC 42001)

In-scope AWS services and features

The following list contains AWS services and features that are in scope for the exam. This list is non-exhaustive and is subject to change. AWS offerings appear in categories that align with the offerings' primary functions:

Topics

- AI and Machine Learning (basic application only)
- Business Intelligence (basic application only)
- Cloud Strategy and Governance
- Pricing and Cost Management

AI and Machine Learning (basic application only)

- Amazon Bedrock

- Amazon SageMaker AI

Business Intelligence (basic application only)

- Amazon Quick

Cloud Strategy and Governance

- AWS Cloud Adoption Framework (AWS CAF)
- AWS shared responsibility model

Pricing and Cost Management

- AWS AI service pricing structures (for example, consumption-based, instance-based, seat-based)
- AWS Cost Explorer
- AWS Marketplace
- AWS Pricing Calculator

Out-of-scope AWS services and features

This exam focuses on AI strategy, governance, and business transformation rather than technical implementation. AWS services and features outside the in-scope list are out of scope, including but not limited to the following categories and services:

- Infrastructure and compute (for example, Amazon EC2, AWS Lambda)
- Networking and content delivery (for example, Amazon VPC, Amazon CloudFront)
- Databases and storage (for example, Amazon RDS, Amazon S3)
- Containers and orchestration (for example, Amazon Elastic Container Service [Amazon ECS], Amazon Elastic Kubernetes Service [Amazon EKS])
- Developer tools and DevOps (for example, AWS CodePipeline, AWS CloudFormation)
- Security implementation and configuration (for example, AWS Identity and Access Management [IAM] policy writing, AWS Key Management Service [AWS KMS])
- Internet of Things (IoT), media, and other specialized services

Candidates are not expected to know how to configure, deploy, or administer any AWS service. The exam assesses the ability to understand AI services at a strategic level and make informed business decisions about their application.

Survey

How useful was this exam guide? Let us know by taking our survey.