

AI FOR BUSINESS / NON-CODERS

✓ **MODULE 1: Introduction to AI for Everyone**

1.1 What is AI & Generative AI?

- AI vs ML vs GenAI
- What LLMs can do (and cannot do)
- Popular tools: ChatGPT, Gemini, Claude, Perplexity

1.2 Understanding Modern AI Tools

- Text generation
- Image generation
- Voice AI
- Video AI
- Document AI

1.3 Real Business Use-Cases

- Marketing
 - HR
 - Education
 - Finance
 - Small businesses
 - Freelancing
-

✓ **MODULE 2: Prompt Engineering for Non-Coders**

2.1 Fundamentals of Prompting

- Role prompts
- Instruction prompts
- Zero-shot & few-shot prompting
- Chain-of-thought prompting

2.2 Prompt Templates

- For content writing
- For social media
- For reports & summaries
- For analyzing documents

2.3 AI Frameworks

- CRISPE prompt framework
- REACT prompting
- Building reusable templates

2.4 Hands-on Exercises

- Write a blog
 - Rewrite professional emails
 - Generate business ideas
 - Summarize long documents
-

✓ **MODULE 3: ChatGPT for Business Tasks**

3.1 ChatGPT for Office Productivity

- Email writing

- Report generation
- Data cleaning through prompts
- Meeting notes automation
- PowerPoint slide generation

3.2 ChatGPT for Research

- Market research
- Competitor analysis
- Keyword research
- Product reviews analysis

3.3 ChatGPT for Communication

- Professional emails
 - Polite rephrasing
 - Customer support replies
-

✓ **MODULE 4: AI for Marketing**

4.1 Social Media Content Creation

- Instagram captions
- Reel ideas
- YouTube scripts
- Hashtags & engagement strategies

4.2 Digital Marketing AI Tools

- Canva AI
- ChatGPT for ad copy
- SEO optimization
- Keyword planning tools

4.3 Creating Marketing Assets

- Posters & flyers
- Ads banners
- Logo ideas
- Brand identity

4.4 Hands-on Mini-Projects

- Create a brand kit
 - Build 1-week social media campaign
 - Create 5 ad variations using AI
-

✓ **MODULE 5: AI for HR & People Management**

5.1 AI for HR Departments

- Resume screening (without coding)
- Creating job descriptions
- Interview question generator
- Employee feedback summarizer

5.2 HR Documentation with AI

- Offer letters
- Performance review templates
- HR policies draft

5.3 HR Chatbots (No-Code Tools)

- Building FAQs bots

- Candidate screening bots

✓ MODULE 6: AI for Education & Teaching

6.1 Tools for Teachers & Students

- AI worksheets
- Lesson plan generation
- Quiz & exam generator
- Student progress reports

6.2 Personalized Learning Without Coding

- Personalized study plans
- AI tutoring assistants

6.3 AI Content Moderation

- Plagiarism checker
- Text analysis

✓ MODULE 7: AI Tools for Entrepreneurs & Small Businesses

7.1 Business Concept Development

- Startup ideas
- SWOT analysis
- Business plan generator
- Pricing strategies

7.2 Customer Communication Automation

- Support reply templates
- Chatbots (using no-code platforms)
- FAQ generators

7.3 Creating Business Documents

- Agreements (consulting, partnership, NDA drafts)
- Investor pitch decks
- Sales proposals

✓ MODULE 8: AI Workflow Automation (NO CODE)

8.1 Introduction to Automation Tools

- Zapier
- Make.com
- IFTTT
- Notion AI automations

8.2 Build Real Automation Flows

- Auto-save emails → Google Sheets
- Auto-generate reports daily
- AI-powered CRM workflows
- Lead generation automation

8.3 Integration with ChatGPT

- ChatGPT + Sheets
- ChatGPT + Gmail

- ChatGPT + WhatsApp (third-party tools)

✓ MODULE 9: Image, Video & Content Generation (No Coding)

9.1 Image AI Tools

- MidJourney
- Leonardo.ai
- Canva AI images

9.2 Video AI

- InVideo
- RunwayML
- Synthesia (AI avatar videos)

9.3 Voice AI

- Text-to-speech
- Voice cloning tools

9.4 Hands-on Projects

- Social media poster creation
- AI video advertisement
- Product image generation

✓ MODULE 10: Document AI & Data Analysis (No Coding)

10.1 AI for Documents

- Extract text from PDFs
- Summarize reports
- Analyze spreadsheets using ChatGPT

10.2 AI for Finance

- Budget analysis
- Expense categorization
- Automated report generation

✓ MODULE 11: AI Ethics & Safe Usage

- Avoiding hallucinations
- Bias & fairness
- Privacy protection
- When NOT to rely on AI

 MODULE 12: Capstone Projects

Students build **complete, real business-focused projects:**

✓ Build a Social Media Content Factory

(30 days of content generated using AI)

✓ Build a Business Automation Workflow

(e.g., automated lead collection, email reply assistant)

✓ Build a No-Code AI Chatbot for a Company

(FAQ bot for HR, college, or business)

✓ **Build an AI Marketing Assistant**

(Create ad copy, banners, scripts, SEO strategies)

✓ **Create a Teacher's AI Toolkit**

(Quiz generator, lesson plans, study schedules)

 **Outcome for Students**

After this course, students can:

- ✓ Use AI tools professionally
 - ✓ Automate daily tasks
 - ✓ Boost productivity
 - ✓ Perform research, writing, and analysis
 - ✓ Build no-code automation workflows
 - ✓ Become AI-powered marketers, HR professionals, educators, or business owners
-