

## AI Course for Business Syllabus

*In this AI course learn to use AI (artificial intelligence) tools for business.*

### Foundations of AI for Business

- What is AI and how it works: Large Language Models, Generative AI, and Machine Learning basics
- Overview of common AI tools: ChatGPT, Microsoft Copilot, Google Gemini, Claude, and others
- Selecting the right AI tools for your work: strengths and use cases of different platforms

### Effective Prompting to Get Useful Responses from AI

- Understanding how prompts affect AI performance
- Creating clear, actionable prompts
- Iterating on prompts for better output

### AI for Research and Analysis

- Using AI to accelerate business research and competitor analysis
- AI as a tool for interpreting research and summarizing findings
- Supporting critical thinking and cross-functional business analysis with AI

### Using AI to Improve Communication and Content Creation

- Using AI to draft communications, executive summaries, and reports
- Creating visual content with AI: Overview of MidJourney, DALL·E, Leonardo AI, and Runway ML
- Reviewing and revising communications for clarity, tone, and audience

### AI in Microsoft Office Tools

- Overview of using Copilot in Excel, Word, Outlook, PowerPoint
- Organizing tasks, calendars, and email responses with AI
- Creating structured presentations and data reports using AI

### Using Google Gemini AI for Business

- Where Gemini fits in the AI ecosystem vs. Copilot and ChatGPT
- Overview of Gemini in Google Apps: Gmail, Docs, Sheets, Slides & Meet
- When to choose Gemini vs. other tools

### Role-Based AI Use Cases

- Executives: strategic summaries, forecasting, investor relations
- Analysts: data insights, report generation, scenario modeling
- Marketers: content creation, campaign ideas, audience targeting
- Project Managers: status reporting, risk logs, meeting agendas

### AI image and video creation

- Overview of visual AI tools such as MidJourney, DALL·E, and Leonardo AI
- Understanding use cases and when each tool is most effective

### Responsible AI Use and Data Protection

- Understanding AI limitations and risks
- Best practices for protecting sensitive business and customer data
- Ethical use of AI in professional settings