



## **GENERATIVE AI FOR BUSINESS**

**(Hands-On Course in AI-Driven Strategy, Automation & Innovation)**

**Certificate of Completion: Generative AI for Business**

**Course Code: IT\_HM\_I\_006/25**

**Duration:** 40 Hours

**Delivery Format:** Hybrid

**Target Audience:**

**This course is designed for students who:**

- Are Interested in AI's Business Applications: Students who want to explore how Generative AI is transforming industries and creating new business opportunities.
- Come from Diverse Disciplines: Students from various fields like business, marketing, communication, computer science, or design who want to gain skills in applying Generative AI.
- Seek Practical Skills: Students who want hands-on experience using Generative AI tools for real-world business tasks such as content creation, marketing, and automation.

**Program Objectives:**

- Understand the fundamentals of Generative AI and its applications in business.
- Utilize Generative AI tools for content creation, marketing, and automation.

- Develop AI-driven strategies for business growth and innovation.
- Apply Generative AI in HR, recruitment, and corporate training.
- Address the ethical considerations and responsible use of Generative AI.

## **Detailed Syllabus**

### **Module 1 (5 hours): Introduction to Generative AI & Business Innovation**

**Objective:** To introduce Generative AI and its transformative potential in various business sectors.

#### **Topics:**

- What is Generative AI? - Understanding AI-driven content generation
- How Businesses Use Generative AI - Marketing, HR, finance, customer service, operations
- AI-Powered Business Disruptors - Netflix, Shopify, HubSpot, OpenAI
- Exploring AI Business Tools - ChatGPT, MidJourney, Jasper.ai, Synthesia, RunwayML

#### **Activities:**

- Mini-Project: AI Trend Report - Research and present a report on how Generative AI is transforming an industry of choice.

### **Module 2 (7 hours): AI-Powered Marketing & Content Creation**

**Objective:** To explore the use of Generative AI in marketing and content creation.

#### **Topics:**

- AI in Content Marketing & SEO - AI-generated blogs, website copy, social media content
- AI-Powered Video & Image Generation - MidJourney, RunwayML for business content
- AI for Social Media & Ad Copy - AI-generated brand messaging
- AI for Email Marketing & Customer Engagement - Personalized AI-driven email automation

#### **Activities:**

- Project: Create an AI-Powered Marketing Campaign - Use ChatGPT & MidJourney to generate ad copies, social media posts, and product images.

### **Module 3 (7 hours): Generative AI for Business Automation & Productivity**

**Objective:** To examine the role of Generative AI in business automation and productivity enhancement.

**Topics:**

- AI in Business Process Automation - Workflow automation with AI
- AI-Powered Chatbots & Virtual Assistants - Enhancing customer support and user engagement
- No-Code AI Tools for Business Automation - Zapier AI, Copy.ai, Make.com
- AI for Business Analytics & Decision-Making - AI-generated reports & insights

**Activities:**

- Project: Build an AI-Powered Business Assistant - Create an AI chatbot for customer inquiries using a no-code platform.

### **Module 4 (7 hours): AI for Business Strategy & Market Analysis**

**Objective:** To investigate how Generative AI can be leveraged for strategic decision-making and market analysis.

**Topics:**

- AI for Competitive Analysis & Market Research
- AI in Sales Forecasting & Business Predictions
- AI for Customer Insights & Personalization - AI-driven recommendation engines
- AI in Financial Automation & Risk Management

**Activities:**

- Project: AI-Powered Business Strategy Report - Use AI tools to analyze market trends and competitor data, then propose a growth strategy.

### **Module 5 (5 hours): Generative AI in HR, Recruitment & Corporate Training**

**Objective:** To explore the applications of Generative AI in human resources and employee development.

**Topics:**

- AI in Resume Screening & Candidate Matching
- AI for Employee Productivity & Performance Tracking
- AI-Powered Corporate Training & E-Learning

**Activities:**

- Project: Design an AI-Powered Recruitment Process - Create an AI-based hiring assistant using no-code AI tools.

**Module 6 (5 hours): AI Ethics, Legal Compliance & The Future of Generative AI**

**Objective:** To address the ethical and legal considerations surrounding Generative AI and discuss future trends.

**Topics:**

- Ethical Risks of Generative AI in Business - Deepfakes, misinformation, bias
- Legal Considerations & AI Compliance - GDPR, AI governance, responsible AI
- The Future of Generative AI in Business - AI trends & emerging opportunities

**Activities:**

- Mini-Project: AI Ethics Case Study - Analyze a real-world AI ethics issue and propose a solution.

**Module 7 (4 hours): Capstone Project - AI-Powered Business Innovation**

**Objective:** To develop a final AI-powered business solution.

**Activities:**

Final Project: Develop an AI-Powered Business Solution

- Identify a business challenge (marketing, automation, customer service, HR)
- Use AI tools (ChatGPT, MidJourney, Zapier AI) to propose an AI-driven solution
- Present a business pitch with AI-generated content & insights

**Learning Objectives**

By the end of this course, learners should be able to:

- Describe the core concepts, models, and applications of Generative AI, including Large Language Models (LLMs) and various content generation techniques relevant to business solutions.
- Analyze business challenges and opportunities across different departments (marketing, HR, operations, etc.) and identify specific use cases where Generative AI can provide valuable solutions.
- Assess and compare various Generative AI tools and platforms (e.g., ChatGPT, Midjourney, no-code AI automation tools) based on their capabilities, cost, and suitability for different business needs.
- Conceptualize and outline the architecture of Generative AI-powered solutions for specific business problems, considering data integration, workflow automation, and user interaction.
- Identify and analyze the ethical implications, legal considerations, and practical challenges associated with implementing Generative AI solutions in a business context and propose mitigation strategies.