

AI Course

AI for Business Programme

Course syllabus



Unlock business potential with AI

The graphic shows a laptop displaying a certificate from GrowthTribe. The certificate is for "John Doe" who completed the "AI for Business" course on 01.12.2023. It is signed by Peter van Sabben, Co-founder. A blue ribbon is pinned to the top right of the certificate. To the left of the laptop is a tablet displaying a course overview card for "AI for Business Certificate" with details: Beginner level, Self-paced, 21 Hours, and English language. Below the laptop are five course modules: "GenAI for Text with ChatGPT", "Visual AI Prompt for Design", "AI Business Strategy", "AI for Productivity", and "AI-Powered Predictive Insights". A hand is shown pointing at the "AI for Productivity" module.

AI for Business Certificate

Beginner Self-paced
21 Hours English

GenAI for Text with ChatGPT

Visual AI Prompt for Design

AI Business Strategy

AI for Productivity

AI-Powered Predictive Insights

Embracing AI skills is not a choice but a strategic imperative

For those looking to future-proof their business, workforce or careers

→ Increasing demand for AI skills

Generative AI job posts have increased by 450%, with 1/4 of C-suite personally using AI tools ⁽¹⁾

→ Increasing organisational adoption

Expected disruption from AI is significant with 1/3 of organisations already using genAI in at least one business function ⁽²⁾

→ Steady AI investment

40% of organisations to increase AI funding. With high-performing firms investing over 20% of their digital budget in AI and utilising it extensively ⁽²⁾

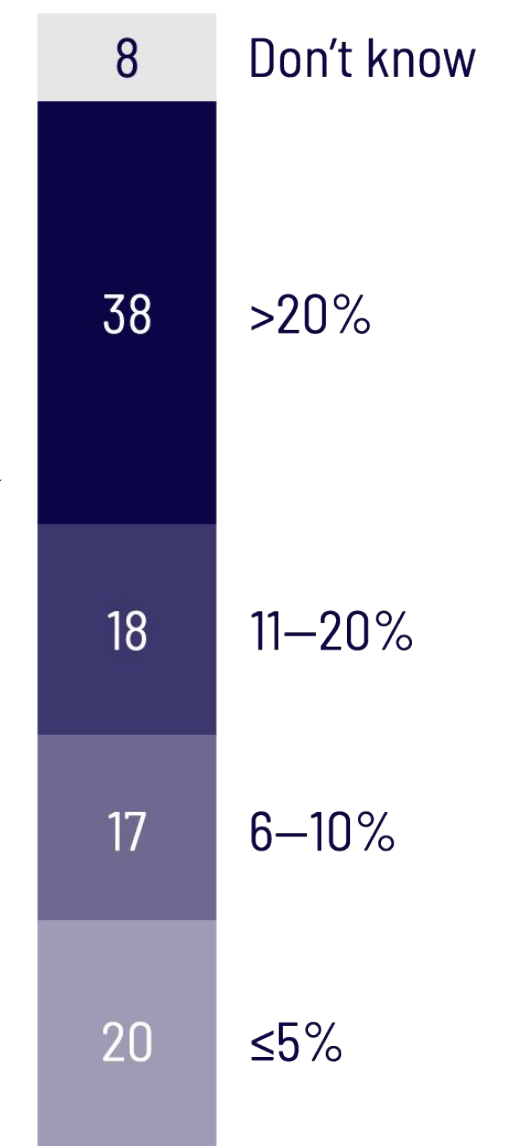
→ Reskilling for AI workforce

47% of business leaders see the need for extensive reskilling to prepare their workforce for the future of work ⁽²⁾

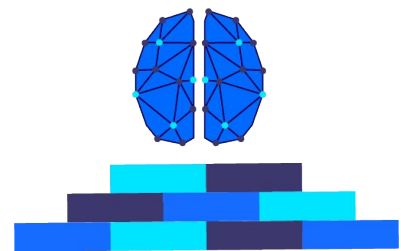
Survey respondents expect AI to meaningfully change their organisations' workforces

Expectations about the impact of AI adoption on organisations' workforces, next 3 years, % of respondents

Share of employees expected to be reskilled

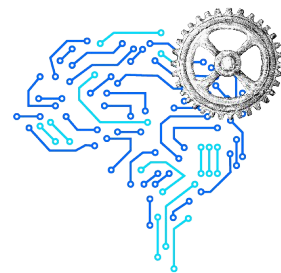


Certificate overview



Module 1 AI and machine learning fundamentals

Identify and implement AI solutions tailored to your organisation's needs, leveraging fundamental AI and ML knowledge.



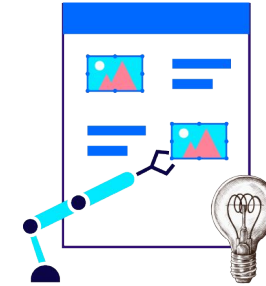
Module 2 AI business strategy

Understand strategic considerations, like ethics and security, in AI implementation.



Module 3 GenAI for text: ChatGPT and prompt engineering

Unleash ChatGPT and OpenAI to generate diverse content, and revolutionise your teams content creation process.



Module 4 GenAI for design: text prompts and visual communication

Get hands-on with tools that create images and videos for design and communication purposes.



Module 5 AI for productivity

Maximise team productivity and efficiency. Learn to optimise workflows and streamline operations with AI.



Module 6 AI-powered predictive insights

Implement data tools effectively to uncover trends, mitigate risks, and drive your organisation's advantage in the market.

Core outcomes for teams and managers

→ Strategic AI Integration

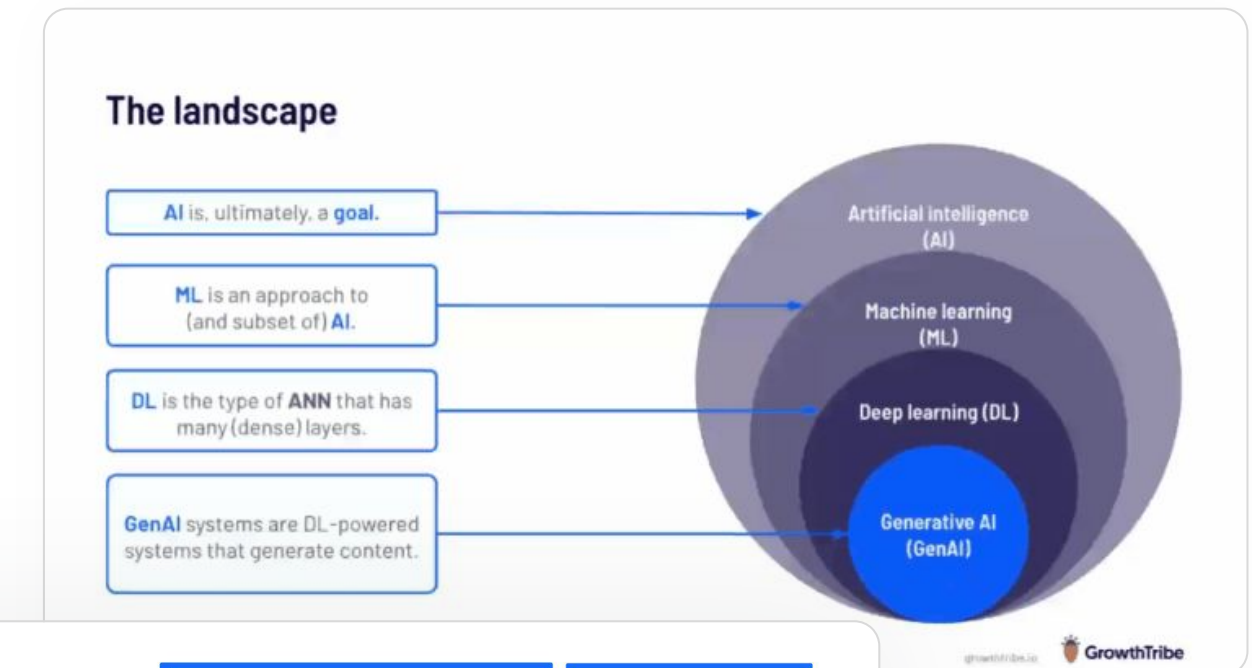
Empower your teams to identify and implement AI applications, enhancing decision-making, and aligning strategies with business objectives, while ensuring data ethics and security.

→ Utilise GenAI for Creative Content and Design

Equip your workforce to boost content creation and design capabilities using AI tools like ChatGPT and MidJourney, fostering innovative communication and visual strategies.

→ Operational Efficiency with AI

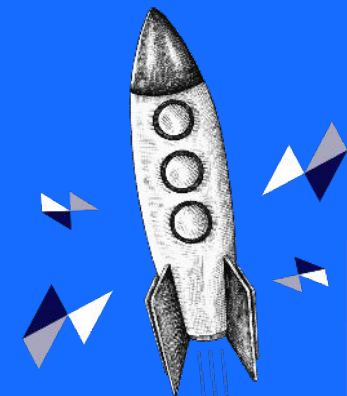
Enhance productivity and efficiency by teaching teams to implement AI for automation and optimisation, providing valuable insights for streamlined operations.



AI use case canvas

[Name of the project this AI use case is for] [Start date of the project]

1. Problem statement	3. Data strategy	5. Technology and infrastructure
2. Solution ideas	4. Ethical and legal considerations	6. Talent and capabilities
7. Change management scoring	8. Change management initiatives	



Everything you need to know

Copywriting

AI isn't a good fit for all problems.

The data pipeline

3 essential algorithmic architectures

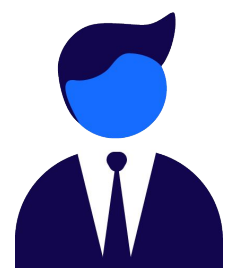
AI lifecycle

Predictive analytics is a growing market



Live & on-demand

✓ Who this course is for?



Business leaders
and **entrepreneurs**

looking to
understand AI's
impact



Content creators,
designers, product
and marketing

professionals looking
to explore how prompt
engineering can
improve output



Individual
contributors and
team leaders

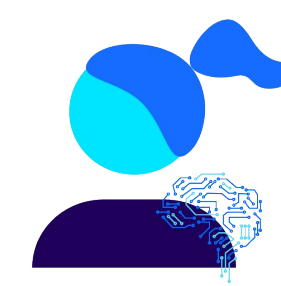
interested in AI to
boost personal, team,
and organisational
productivity

✗ Who is it NOT for?



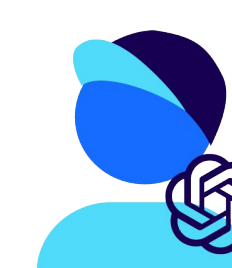
Data analysts and
data scientists

looking to advance
their technical AI
skills



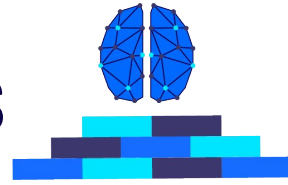
Experienced AI
consultants

This course is geared
towards AI beginners.
Experts may find the
content too
introductory



People who are only (!)
looking for the latest
tools in Generative AI
(instead, they can
study modules 3, 4 and
5)

Learning Goals



Module 1:

AI & machine learning fundamentals

At the end of Module 1, learners will be able to assess AI solutions using a thorough **AI checklist**. Exploring three business objectives for a fictional company and evaluating AI's effectiveness for each.

After completion, you will be able to apply the same logic to any AI use case.

01

Understand the fundamentals of AI and machine learning (ML)

02

Explore the different categories of AI and ML

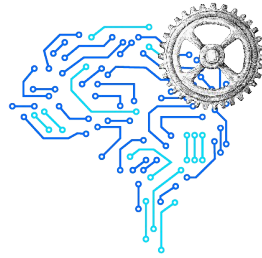
03

Discover real world applications and uses cases

04

Learn effective strategies for AI project management

Learning Goals



Module 2: AI business strategy

Upon finishing Module 2, learners will be proficient in using the **AI Use Case Canvas**, a valuable tool with 8 strategic considerations and questions for launching and executing AI projects which align with business objectives.

01

Define problems and assess AI suitability

02

Formulate a data strategy, ensuring that data resources are used optimally for AI application

03

Understand the elements required for organisational AI integration and readiness such as of talent and tech

04

Guidance on ethical and legal aspects essential for responsible AI implementation

Learning Goals



Module 3:

GenAI for text: ChatGPT and prompt engineering

By the end of this module, learners will be able to effectively **practise and apply AI prompts** for different written communication purposes, including:

- Copywriting for presentations
- Copywriting for content
- Copywriting for landing pages

Tools:

- ChatGPT: Practise and Apply
- ChatGPT Plugins: Awareness

01

Understand large language models (LLMs) as a form of generative AI to create text-based content

02

Explore LLM applications across different industries

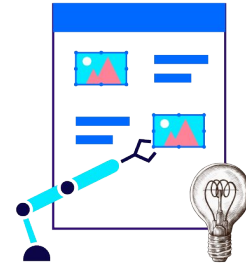
03

Create prompts using prompt engineering for generating content using ChatGPT

04

Create LLM systems with automation and integration

Learning Goals



Module 4:

GenAI for design: Text prompts and visual communication

Learners will be able to use **Framer.ai**, **Gamma.app**, **Clipdrop**, or **Canva Magic Edit** to effectively generate AI prompts for creating different visual designs for different use cases, such as:

- Presentation design
- Content creation
- Landing page design
- Visuals for image generation

25 AI tools including:

- Midjourney, Stable diffusion, Dall-e 2, Runway (Gen-2)

01

Explore generative AI tooling for creating visual designs

02

Explore and apply text prompts for creating visuals for presentations

03

Explore and apply text prompts for creating visuals in marketing and sales

04

Explore and apply text prompts for creating visuals in product development and innovation

Learning Goals



Module 5: AI for Productivity

On the completion of this module, learners will have grasped AI's productivity-enhancing capabilities, being familiar with diverse automation and optimisation contexts, having acquired skills for **implementing AI tools for productivity.**

01

Develop an automation mindset

02

Effectively analyse AI tools for personal productivity

03

Explore practical AI tools to support team productivity

04

Understand AI for operational and organisational productivity

Learning Goals



Module 6:

AI-powered predictive analytics

By the end of Module 6, learners will understand predictive analytics and its role in decision-making.

Practise with Predictive Analytics in DataKU: a platform for collaborative data science and machine learning that enables organisations to effectively manage and analyze data, build and deploy machine learning models, and drive data-driven decision-making.

01

Understand predictive analytics and the art of making accurate predictions

02

Understand the process of AI predictions

03

Evaluate predictive models for optimal selection

04

Apply predictions to inform strategic business decisions

Practical frameworks you can expect:

Module 1

AI Evaluation Checklist: Evaluating AI as a solution

Module 2

AI Use Case Canvas: Learn to apply 8 strategic considerations before implementation of an AI use case

Module 3

Prompt Engineering Canvas & Prompt Best Practices

Module 4

Step by Step guide and Prompt Best Practices for generating visual communication

Module 5

Finding a bottleneck in your process, Prioritise Selection Criteria, Find and Rank AI Tools

Module 6

Practise Predictive Analytics with Dataiku

Selection criteria	Importance	[Tool #1]	[Tool #2]	[Tool #3]
Ease of use	🌟🌟🌟🌟	★★★★★	★★★★★	★★★★★
Speed	🌟🌟🌟🌟	★★★★★	★★★★★	★★★★★
Customisability	🌟🌟🌟🌟	★★★★★	★★★★★	★★★★★
Integration	🌟🌟🌟🌟	★★★★★	★★★★★	★★★★★
Collaboration	🌟🌟🌟🌟	★★★★★	★★★★★	★★★★★
Accuracy	🌟🌟🌟🌟	★★★★★	★★★★★	★★★★★
Support and training	🌟🌟🌟🌟	★★★★★	★★★★★	★★★★★

Step 4
AI tool ranking canvas

Use this slide to apply changes from all other steps.

1. Simply delete 🌟s to rate criteria for

futuretools.io and the tools based to key bottleneck.

🌟s to rate each per tool.

GrowthTribe

Exercise sheet: Prompt considerations canvas

- Step 1: Define your prompt goal**
 - [Type here: What is the goal of the prompt? Question or instruction (i.e. verb)?]
- Step 2: Define the text format**
 - [Type here: What is the text **format**? (e.g. list, short paragraph, table, article...)]
- Step 3: Define the tone/genre/style**
 - [Type here: What is the desired **tone/genre/style**? (e.g. serious, fun, engaging, in the style of X)]
- Step 4: Define the context**
 - [Type here: What is the **context**? What additional information can improve the quality of your prompt?]
- Step 5: Define the risks of the output**
 - [Type here: What are the risks if the **output are not accurate**? (e.g. none, as I'm creating VS a lot, if I'm researching).]
- Step 6: Define ethical concerns**
 - [Type here: What **ethical concerns** may this output involve? (e.g. inappropriate or biased output)]

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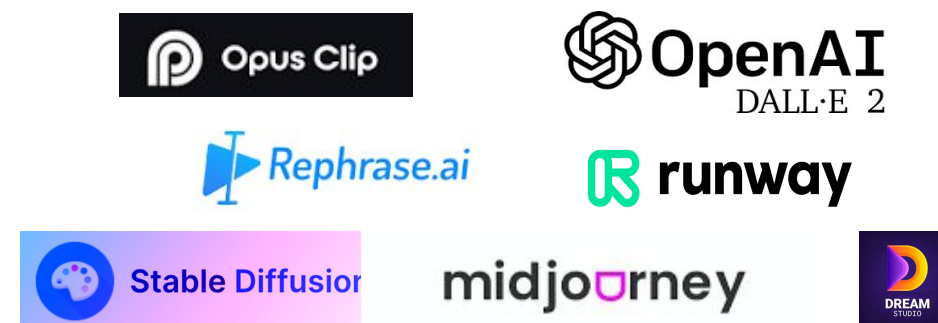
growthtribe.io 

Discover must have AI tools and more!

Text-Generation



Image and Video Generation



Audio



Visual Communication-Generation



Productivity Tools



Photo-editing



Trusted by leading brands



Ronald Voorn
Ex-CMO

Now that I'm writing this blog post, a couple of days after the course, there's only one way to describe my experience: 'WOW'. I've never attended such an interesting course in my life!



Louise Van Hees
Customer Lead Innovation Team

What a great course! Feels like I have had a whole semester of courses in just 2 days. So much great knowledge and insights. If you want to be ahead of the crowd, sign up!



Lizbeth Castillo
Head of I2M Excellence

Best training for someone that knows very little about AI cause it has the balance between explaining the basics together with what a business needs for its implementation. Demonstrating some of the-off the-shelf AI tools is a needed plus to the training.

Ready to navigate the rapidly evolving AI landscape with confidence?

Get [in touch](#) with one of our
Learning Consultants today.

