

Business Brilliance with AI Tools

- From Foundations to Advanced Productivity

Program Description

Business Brilliance with AI Tools is a complete learning pathway designed for accountants and non-technical business managers. The program spans 10+ essential AI tools covering various tasks, from foundational concepts to advanced applications. This Program covers **prompt crafting, content creation, task automation, data analysis, and summarization etc.**, while applying AI directly to everyday business tasks.

Learners will explore how to:

- **Create professional documents in Word** with AI-assisted drafting and editing.
- **Design impactful presentations in PowerPoint** using AI for visuals, layouts, and storytelling.
- **Streamline data analysis in Excel**, generating summaries, insights, and forecasts.
- **Develop business / marketing assets** such as posters, social media or other business document content, and ad campaigns with Canva and other GenAI tools.
- **Produce AI-generated videos** for training, promotion, and communication.

Benefits of the Program

- **Practical relevance:** Directly tied to tools managers use daily (Word, Excel, PowerPoint etc.)
- **Efficiency gains:** Automate repetitive tasks, reduce manual effort, and save time.
- **Creative empowerment:** Generate polished presentations, posters, and videos with minimal design experience.
- **Data-driven insights:** Use AI to analyze spreadsheets, summarize reports, and support smarter decisions.
- **Marketing support:** Build ad campaigns and optimize performance with AI-powered tools.
- **Future-ready skills:** Stay competitive by mastering AI platforms shaping modern business.

Target Learners

- **Non-tech business managers** seeking to enhance productivity, optimize workflows, and communicate more effectively.
- **Business professionals** aiming to upskill in AI for daily tasks in Word, Excel, ppt etc., marketing, operations, and strategic planning.
- **Organizations** looking to empower teams with practical AI knowledge for everyday success.

Course Outline

- Introduction to AI**
- Introduction to GenAI**
- Prompt Engineering for Everyone with ChatGPT and GPT-4**
- Mastering AI using ChatGPT**
- Mastering AI Productivity - Microsoft Copilot for Word, Excel, and PowerPoint**
- Google Gemini for Everyone**

- Amazon Bedrock Core
- Introduction to Canva
- Canva For Beginner - Use Canva to design Web Pages and Posters
- Advanced GenAI tools
- Claude 3.5 for Beginners
- Sora AI for Beginners

Total Duration: 20 hours

Total No. Of Certificates: 12 certificates, one upon finishing any one of above courses.

Introduction to Artificial Intelligence

This Introduction to AI provides an overview of AI concepts and workflows, machine learning, deep learning, and performance metrics. You'll learn the difference between supervised, unsupervised, and reinforcement learning; be exposed to use cases, and see how clustering and classification algorithms help identify AI business applications.

Duration

2 Hours

Learning Format

Online and On-demand

Course Curriculum

Introduction to Artificial Intelligence

Lesson 00 - Course Introduction

Lesson 01 - Decoding Artificial Intelligence

- 01 Decoding Artificial Intelligence
 - 02 Meaning, Scope, and Stages Of Artificial Intelligence
 - 03 Three Stages of Artificial Intelligence
 - 04 Applications of Artificial Intelligence
 - 05 Image Recognition
 - 06 Applications of Artificial Intelligence - Examples
 - 07 Effects of Artificial Intelligence on Society
 - 08 Supervises Learning for Telemedicine
 - 09 Solves Complex Social Problems
 - 10 Benefits Multiple Industries
 - 11 Key Takeaways
- Knowledge Check

Lesson 02 - Fundamentals of Machine Learning and Deep Learning

- 01 Fundamentals Of Machine Learning and Deep Learning
 - 02 Meaning of Machine Learning
 - 03 Relationship between Machine Learning and Statistical Analysis
 - 04 Process of Machine Learning
 - 05 Types of Machine Learning
 - 06 Meaning of Unsupervised Learning
 - 07 Meaning of Semi-supervised Learning
 - 08 Algorithms of Machine Learning
 - 09 Regression
 - 10 Naive Bayes
 - 11 Naive Bayes Classification
 - 12 Machine Learning Algorithms
 - 13 Deep Learning
 - 14 Artificial Neural Network Definition
 - 15 Definition of Perceptron
 - 16 Online and Batch Learning
 - 17 Key Takeaways
- Knowledge Check

Lesson 03 - Machine Learning Workflow

- 01 Learning Objective
- 02 Machine Learning Workflow
- 03 Get more data
- 04 Ask a Sharp Question
- 05 Add Data to the Table
- 06 Check for Quality
- 07 Transform Features
- 08 Answer the Questions
- 09 Use the Answer
- 11 Key takeaways
- Knowledge Check

Lesson 04 - Performance Metrics

- 01 Performance Metrics
- 02 Need For Performance Metrics
- 03 Key Methods Of Performance Metrics
- 04 Confusion Matrix Example
- 05 Terms Of Confusion Matrix
- 06 Minimize False Cases
- 07 Minimize False Positive Example
- 08 Accuracy
- 09 Precision
- 10 Recall Or Sensitivity
- 11 Specificity
- 12 F1 Score
- 13 Key takeaways
- Knowledge Check

5+ Skills Covered

- AI Basics
- Machine Learning Neural Networks and NLP
- Data Handling amp Preprocessing
- AI Tools amp Frameworks
- Problem Solving with AI

Introduction to Generative AI

Explore the basics of Generative AI in Google Cloud's free Generative AI course with a certificate. No prior knowledge is needed to start learning this course - it's designed for beginners. Discover the fundamentals of Generative AI, the different types of models, and where it's used in the real world.

Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

Lesson 1 : Introduction to Generative AI

5+ Skills Covered

- Understanding Generative AI and what it can do
- Practical experience with popular AI tools and frameworks
- Neural network fundamentals made simple
- Applying the PaLM API for actual applications
- Understand the Probability Distributions in Simple English

Prompt Engineering For Everyone with ChatGPT and GPT-4

Build a strong foundation in prompt engineering and learn how to design, refine, and apply prompts to harness the power of generative AI. Master key concepts, best practices, and advanced strategies like chain-of-thought prompting, role prompting, multilingual and multimodal prompts, and prompt compression.

Duration

3 Hours

Learning Format

Online and On-demand

Course Curriculum

Lesson 01: Introduction to Prompt Engineering

Lesson 02: Basics of Prompt Engineering

- 2.01 Introduction
- 2.02 Understanding Prompts: Inputs, Outputs, and Parameters
- 2.03 Crafting Simple Prompts: Techniques and Best Practices
- 2.04 Evaluating and Refining Prompts: An Iterative Process
- 2.05 Basic Principles for Interacting with AI
- 2.06 Role Prompting and Nested Prompts

Lesson 03: Advanced Prompt Engineering Techniques

- 3.01 Introduction
- 3.02 Chain-of-Thought Prompting
- 3.03 Multilingual and Multimodal Prompt Engineering
- 3.04 Understanding the Non-Deterministic Nature of AI
- 3.05 Human-AI Collaboration: Best Practices and Strategies
- 3.06 Generating Ideas Using "Chaos Prompting"
- 3.07 Writing Code with the Help of AI Part 1
- 3.08 Writing Code with the Help of AI Part 2
- 3.09 Using Prompt Compression Techniques
- 3.10 Problem-Solving and Generation of Visual Outputs
- 3.11 AI-Assisted Questioning

Lesson 04: Prompt Engineering Use Cases in Everyday Tasks - Part 1

- 4.01 Introduction
- 4.02 Automating Emails and Social Media Posts
- 4.03 Content Generation: Blogs, Articles, and Reports
- 4.04 Task Delegation and Project Management
- 4.05 Customer Support: Enhancing Human-Agent Collaboration
- 4.06 Retail and eCommerce AI Driven Personalization and Efficiency
- 4.07 Data Analysis: Augmenting Human Insights with AI

Lesson 05: Prompt Engineering Use Cases in Everyday Tasks - Part 2

- 5.01 Introduction
- 5.02 Creative Writing and Brainstorming: Using AI to Generate Ideas and Drafts
- 5.03 Efficient Research and Information Curation: AI-Powered Summarization and Analysis
- 5.04 Enhancing Communication Skills: AI-Assisted Proofreading and Writing
- 5.05 AI-Driven Task Management and Decision Making

5.06 AI-Powered Professional Development and Lifelong Learning

Lesson 06: Ethics and Considerations in Prompt Engineering

6.01 Introduction

6.02 Ensuring Fairness and Reducing Bias

6.03 Privacy and Data Security

6.04 Responsible AI and the Future of Work

Lesson 07: Using ChatGPT Plugins and Custom Instructions

7.01 An Introduction to ChatGPT Plugins

7.02 Deep Dive into ChatGPT Plugins

7.03 The Advanced Data Analysis Plugin (The Code Interpreter)

7.04 The Advanced Data Analysis Plugin - Part 2

7.05 The Advanced Data Analysis Plugin - Part 3

7.06 The "Custom Instructions" Feature in ChatGPT

7.07 Course Conclusion and Key Tak

Mastering AI using ChatGPT

Program Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

Lesson 01: Mastering AI using ChatGPT

1+ Skills Covered

GenAI

Mastering AI Productivity - Microsoft Copilot for Word, Excel, and PowerPoint

Learn how to use Microsoft Copilot across Word, Excel, and PowerPoint to boost productivity. Draft and edit documents, analyze data, and create presentations effortlessly using AI-powered assistance for writing, insights, design, and organization.

Program Duration

2 Hours

Learning Format

Online and On-demand

Course Curriculum

Lesson 01: Microsoft Copilot and Word

Lesson 02: Microsoft Copilot and Excel

Lesson 03: Microsoft Copilot and PowerPoint

5+ Skills Covered

- Excel and PowerPoint
- Microsoft Copilot in Word
- Data analysis and visualization in Excel
- Presentation creation and summarization
- Workflow automation with Copilot

Google Gemini for Everyone

Discover how to use Google Gemini to boost productivity, create multimodal content, and streamline research. Learn prompt engineering techniques, explore Workspace integrations, build custom Gems, and apply responsible AI practices to confidently use Gemini across personal and professional workflows.

In Collaboration with



Program Duration
3 Hours

Learning Format
Online and On-demand

Course Curriculum

Lesson 01: Course Introduction

Lesson 02: Learning Objectives

Lesson 03: The Gemini Ecosystem

- 3.01 Google's AI Journey: Key Milestones
- 3.02 Gemini Tier Differences
- 3.03 Google's AI Ecosystem Overview
- 3.04 Responsible AI and Privacy Best Practices
- 3.05 Demo: Tour of Gemini Studio and Tools - Part 1
- 3.06 Demo: Tour of Gemini Studio and Tools - Part 2
- 3.07 Demo: Tour of Gemini Studio and Tools - Part 3

Lesson 04: Mastering Prompt Engineering

- 4.01 Mastering Prompt Engineering
- 4.02 The Four Pillars of Effective Prompting
- 4.03 Prompt Engineering Techniques and Gemini Across Workspace Tools
- 4.04 Demo: Creating a Simple Prompt
- 4.05 Demo: Refining Prompts by Applying Context-Task Constraint Framework

Lesson 05: Multimodal Productivity

- 5.01 Understanding and Applying Native Multimodal AI for Productivity
- 5.02 Image, Audio, and Video Creation Tools
- 5.03 Deep Research and Document Analysis
- 5.04 Real-Time Support with Gemini Live
- 5.05 Demo: The Research-to-Podcast Pipeline – Part 1
- 5.06 Demo: The Research-to-Podcast Pipeline – Part 2
- 5.07 Demo: Multimodal Brainstorming

Lesson 06: Workspace and Advanced Integration

6.01 NotebookLM: The Grounded Expert

6.02 Creating Custom Gems with Workspace Integration and Google AI Labs

6.03 Demo: Workspace Workflow - Using Gemini in Google Docs, Sheets, and Gmail

6.04 Demo: Building a Gem

6.05 Demo: Building an Agentic App with Antigravity

Lesson 07: Key Takeaways

5+ Skills Covered

- Prompt Engineering
- Multimodal Content Creation
- AI Research Workflows
- Workspace AI Integration
- Responsible AI Practices

Amazon Bedrock Core

Amazon Bedrock Core introduces generative AI on AWS using Amazon Bedrock. Learn how to choose foundation models, fine-tune and evaluate them, understand pricing, and apply evaluation metrics through hands-on demos. The course focuses on building, testing, and assessing GenAI solutions on AWS.

Program Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

Lesson 01: Gen AI on AWS - Amazon Bedrock

- 1.01 Amazon Bedrock - Overview
- 1.02 Amazon Bedrock - Demo
- 1.03 Foundation Models on Amazon Bedrock - How to Choose ?
- 1.04 Finetuning Foundation Models
- 1.05 Evaluation Metrics of Foundation models
- 1.06 Amazon Bedrock - Evaluation - Demo
- 1.07 Amazon Bedrock - Pricing

5+ Skills Covered

- Amazon Bedrock
- Foundation Models
- Model Fine Tuning
- Model Evaluation
- GenAI on AWS

Introduction to Canva

Take your design skills to the next level with this Canva course for beginners. From basic tools to web design essentials, you'll gain the skills needed to create impressive visuals for your projects. Whether you're a student, business owner, or employee, this course is perfect for anyone eager to learn.

Program Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

Lesson 01: Introduction to Canva

Canva For Beginner - Use Canva to Design Web Pages and Posters

This Canva for Foundations course is exactly what you need to design your posters, advertisements, Instagram posts, letterheads, official posts, and even your website. This course will help you use the Canva tool in a detailed way, showing you how to create everything from school posters to website images on your own.

Program Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

Introduction

Lesson 1 - Everything About Canva

Lesson 2 - Create Using Canva

6+ Skills Covered

- Canva Tool Mastery
- Web Design Fundamentals
- Social Media Design
- Presentation Design
- Brand Identity Creation
- Typography and Color Theory

Advanced GenAI Tools

Discover how Generative AI transforms business domains, from workflow automation to sales, marketing, software engineering, and customer service. Learn practical applications with tools like Gemini, Claude, Sora, and Descript through hands-on demos.

Duration

3 Hours

Learning Format

Online and On-demand

Course Curriculum

Advanced GenAI Tools

Lesson 01: Learning Objectives

Lesson 02: Impact of GenAI on Various Business Domains

- 2.01 Impact of Generative AI: Part 1
- 2.02 Demo: Setting up a Zapier Account and Creating a Zap
- 2.03 Demo: Creating a Video Using AI
- 2.04 Impact of Generative AI: Part 2
- 2.05 Demo: Creating a Mobile App Prototype with Uizard
- 2.06 Demo: Otter.ai
- 2.07 Demo: Julius
- 2.08 Demo: Miro

Lesson 03: Popular GenAI Tools in Demand

- 3.01 Gemini, Descript, Claude, and Sora
- 3.02 Demo: Gemini
- 3.03 Demo: Descript
- 3.04 Demo: Claude
- 3.05 Demo: Sora

Lesson 04: Key Takeaways

1+ Skills Covered

GenAI

Claude 3.5 for Beginners

Master the basics of AI-powered assistance with the Claude Course for Beginners. Learn how to interact with Claude 3.5, harness its capabilities for generating content, answering queries, and automating tasks. This course is perfect for anyone looking to explore AI tools for productivity, creativity, and problem-solving.

Program Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

Introduction

Lesson 1: What is Generative AI?

Lesson 2: What is Claude 3.5?

Lesson 3: Claude 3 vs GPT 4

6+ Skills Covered

- Prompt Crafting
- Content Creation
- Task Automation
- Data Analysis and Summarization
- Ad Campaign Support
- Performance Optimization

Sora AI for Beginners

Learn how Sora AI generates realistic videos from text prompts, explore its applications in content creation, and understand the fundamentals of AI-driven video generation. Whether you're a creator, marketer, or AI enthusiast, this Sora AI course will help you get started with hands-on learning.

Duration

1 Hour

Learning Format

Online and On-demand

Course Curriculum

Introduction

Lesson 1: Introduction to Sora AI

Lesson 2: AI Tools for Video Creation

4+ Skills Covered

- Sora AI Overview
- Prompt Engineering for AI Video Generation
- AI Video Editing and Optimization
- AI-Driven Content Automation