

# **Paper Name -AI Strategies For Solopreneurship Certification Programme**

**Paper Code – VOC159**

## **Course Objective –**

This course equips participants with a deep understanding of AI's role in solo entrepreneurship, enabling informed decisions on its integration in entrepreneurial journey. It also fosters proficiency in selecting, implementing and ethically navigating AI tools for enhanced productivity and efficiency in the solopreneurship journey.

## **Course Content -**

### **Unit - 1 Theory**

Fundamentals of artificial intelligence. Why solopreneurs need more guidance in today's world? ChatGPT: basic and advance concepts. Natural Language Processing. Prompting and Powerful Prompting. Crafting effective prompts for desired results. Professional image generation. Exploring digital art. Video content generation. Soft skills development. Social Media Management. Ethical considerations.

### **Unit - 2 Theory / Practical**

Learning AI tools for various tasks. Creating faceless YouTube and Instagram channels. Publishing the channel. Opportunities for solopreneurs.

### **Unit - 3 Practical**

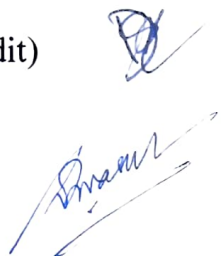
AI-enabled influencer marketing. Creating a character and putting it to work. Learning about digital art. AI-enhanced coaching business.

### **Unit - 4 Practical**

Generating 30 different sets of prompts to create texts, images, videos and other work that is helpful in solopreneurship journey.

**Total weightage of Theory - 40% of marks, 15 hours (1 Credit)**

**Total weightage of Practical - 60% of marks, 30 hours + 30 hours (2 Credit)**



## **Practicum Work -**

At least 4 activities should be given. Two activities will be selected by the students for their assessment of Practicum Work.

**ACTIVITY 1:** Students will design a topic-based faceless channel and will publish it. .

**ACTIVITY 2:** Students will develop an AI-powered influencer and will put it to work in a simulated influencer marketing campaign.

**ACTIVITY 3:** Students will develop a thorough business plan for their solo entrepreneurship endeavour, covering market research, product/service definition, target market identification, revenue model creation, marketing strategy formulation and pitch deck.

**ACTIVITY 4:** Students will create digital art prints specifically for selling on Etsy marketplace.

## **Learning Outcomes –**

Increased efficiency. Networking opportunities. Continuous learning & adaptation. Soft skill development. Improved productivity. Extensive knowledge of AI tools. Ethical maturity. Independent thinking. Solopreneurial development.

## **Job Prospects-**

Students should be able to go ahead with their own solopreneurship ideas and should be able to start their own business venture.

## **Skill Partner-**

**SNS Innovation Labs Pvt. Ltd.**

## **Suggested Reading –**

1. Hooked: How to Build Habit-Forming Products by Nir Eyal
2. Exploring AI Tools: A Comprehensive Guide To ChatGPT And Beyond by Satyen Srivastava