

Vocational Course: AI for Commerce and Management

VOC162

Unit 1: Introduction to AI Tools in Business

1. Introduction to AI and Examples of AI Tools.
What AI is how it works and it's Impact on Business. Tools like ChatGPT, DALL·E, Grammarly, and others.
2. Writing AI Prompts for Business Tasks.
Write Effective questions for tasks like writing emails, reports, or product descriptions.
3. AI for Research and Market Insights.
Using AI for quick research, summarizing information, and finding trends.
4. AI for Marketing and Content Creation.
Using AI create Ads, Social Media Posts and Product Description.

UNIT 2: Using AI for Business Data and Reporting

1. Understanding Business Data.
What is Data? Types of Business Data (sales, customers, finance).Structured and Unstructured Data.
2. AI Tools for Data Analysis.
Excel and AI, Using AI in GoogleSheets, AI for Finding Trends.
3. AI for Customer Feedback.
Using AI to analyze customer reviews and feedback (sentiment analysis).
4. Creating Business Reports and Visuals.
Using AI to make charts, graphs, and reports to communicate business insights.

UNIT 3: AI in Business Operations and Customer Relations

1. AI for Improving Business Operations.
How AI can automate tasks like Inventory Management or Supply Chain Management.
2. AI in Marketing and Customer Service.
Using AI for better Marketing (ads,emails) and customer support(chatbots).
3. AI to Make Business Decision.
AI helps in decision making, like forecasting sales and predicting tasks.
4. AI in Financial Management.
AI helps in automating tasks like invoicing, managing accounts, and detecting fraud.

UNIT 4: Easy AI Tools for Business Without Coding

1. No Code AI tools for Business.
Learn about simple tools (like Teachable Machine, Runway ML) that help create AI models without coding.
2. Making Custom AI Models.
Train AI to do specific tasks like predicting sales or classifying customers.
3. Building AI Chatbots for Business.

Create a chatbot to answer common customer questions or provide support.

4. Customizing AI for Your Business Needs

Adjusting ready-made AI models to fit your specific business requirements.