COURSE SYLLABUS

AI for Business Course Online (Self-Paced)

Transform your business skills with AI in this hands-on program. Learn how to use artificial intelligence to improve productivity and support everyday business tasks while exploring practical applications of generative AI using tools like ChatGPT and Microsoft 365 Copilot, such as prompt design, content generation, and workflow automation. You'll also learn how AI integrates with workplace tools such as Word, Excel, PowerPoint, Outlook, Teams, and OneDrive while exploring topics like model differences, data privacy, and responsible AI use.

For more information, visit
https://www.creativelive.com/classes/ai-for-business-course-online



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Course Outline

Session 1: Course Introduction & AI Fundamentals

- Understand the evolution and scope of artificial intelligence in business.
- Define generative AI, large language models (LLMs), and their core components (pre-training, transformers, context windows).
- Compare traditional automation (e.g., calculators) versus generative systems.
- Discuss AI opportunities and risks (creativity empowerment, hallucinations, ethical considerations).

Session 2: Getting Started with ChatGPT

- Set up and compare free vs. paid ChatGPT accounts (features, context limits, model versions).
- Navigate the ChatGPT interface—chat threads, model selection, history.
- Explore basic conversational workflows: asking questions, iterative follow-ups, renaming chats.
- Discuss compute demands, service availability, and when login is required.

Session 3: Prompt Engineering & Best Practices in ChatGPT

- Craft clear, context-rich prompts to guide responses.
- Use system messages and role-playing to shape tone and output.
- Leverage examples, constraints, and step-by-step prompts for precise results.
- Recognize and mitigate AI "hallucinations" through verification and feedback loops.

Session 4: Advanced ChatGPT Features & Business Use Cases

- Work with ChatGPT's memory and context limits for multi-turn workflows.
- Incorporate browsing, file uploads, and external data (where available).
- Automate common business tasks: summarizing documents, drafting emails, generating ideas.
- Integrate ChatGPT outputs into existing tools and processes.

Session 5: Introducing Microsoft 365 Copilot

- Outline Copilot account tiers (free, Pro, Microsoft 365 Copilot) and their pricing.
- Differentiate ChatGPT vs. Copilot (product branding, release cadence, integration).
- Understand "web" vs. "work" tabs: browsing the public web vs. accessing Microsoft Graph data.
- Review privacy and security: Copilot's handling of corporate data and compliance.

Session 6: Copilot in Word, Excel & PowerPoint

- Use Copilot to draft, refine, and edit documents in Word.
- Generate formulas, analyze data, and build charts in Excel via natural-language requests.
- Auto-create slide decks, speaker notes, and design suggestions in PowerPoint.
- Streamline repetitive formatting and layout tasks across Microsoft 365 apps.

Session 7: Copilot in Outlook, Teams & OneDrive

- Summarize and respond to email threads in Outlook with Copilot.
- Draft meeting agendas, minutes, and follow-up messages in Teams chats and channels.
- Search, organize, and query files on OneDrive using natural-language prompts.
- Combine Copilot with Microsoft 365 workflows for end-to-end productivity gains.

Session 8: Capstone Project & Next Steps

- Define a real-world business scenario to solve with ChatGPT and/or Copilot.
- Design and test prompt-based workflows, integrating outputs into chosen tools.
- Prepare a brief demonstration and share lessons learned (benefits, limitations).
- Discuss the roadmap for scaling AI adoption, governance, and continuous improvement.