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Entrepreneurship with AI
Program Syllabus

Entrepreneurship with AI

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Learn the fundamentals of AI and how to harness ChatGPT and prompt engineering for content and design generation in your business. Increase your productivity with AI solutions and make better data-driven decisions for your company.

Unlock the business potential with AI. Gain a competitive edge. Master the core principles of AI and strategically apply them to your business operations. Gain insights that propel you forward.

- Streamline operations
- Foster innovation
- Enhance efficiency
- Boost productivity
- Promote innovation

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"Entrepreneurship with AI" is a program designed to help entrepreneurs and freelancers become more efficient with AI, enhancing productivity at personal, team, and organizational levels to drive operational excellence and innovation in their business.

We assist you in implementing hands-on AI solutions in your business, allowing you more time for other pursuits. You will soon be able to make more data-driven decisions and better choices by fully utilizing the capabilities of AI.

Who is this course for?

- Managers
- Entrepreneurs, Freelancers, Founders
- Marketing professionals
- Anyone looking to enhance their business capabilities by using AI.

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Timeframe:

- 5 sessions in total, 1 session per week at 17:00-19:30.
- ± 3-5 hours per week
- Time: 17:00–19:30

Provisional Schedule

*Please note that the exact schedule and syllabus will be finalized soon.

What you will learn

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Understanding AI and Machine Learning

- Fundamentals of AI and machine learning
- What is AI and machine learning
- How to apply AI and machine learning yourself

No-code automation utilising AI

- Demonstrate AI-powered no-code solutions to automate workflows and increase efficiency.
- Highlight easy integration of AI with no-code tools for users of all skill levels.

What you will learn

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Optimizing the use of ChatGPT

- ChatGPT and prompt engineering
- Prompt engineering

Using AI for visuals and marketing

- GenAI for design: text prompts and visual communication
- Generative AI (GenAI) for visuals
- Applications in communication and presentations
- Applications in marketing and sales
- Applications in product development and innovation
- The automation mindset: how to make this a consistent part of my business.

What you will learn

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AI for research and insights

- How to use AI for gaining insights and making research
- How to make decisions based on AI input
- How to implement this into my business operations.

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Questions?

Email at aleksandra@equals.amsterdam