

# Applied AI for Non-Tech Professionals

## Course Objective

Equip learners with practical, real-world AI knowledge and tools tailored to their specific job functions and industry needs—without needing a tech background.

## Course Structure

### Module 1: Foundations of Artificial Intelligence

- What is AI, ML, and Deep Learning?
- Common myths and realities
- Key tools & platforms (ChatGPT, Google Vertex AI, Microsoft Copilot, etc.)
- Ethics, data privacy, and responsible AI

### Module 2: AI in Everyday Business Processes

- AI for productivity (email, writing, summaries, scheduling)
- AI-driven data analysis and dashboards
- Automation with tools like Zapier, Make.com
- Prompt engineering basics

### Module 3: Domain-Specific Applications

#### Finance

- Fraud detection, credit scoring, AI in audits
- Predictive financial modeling
- Chatbots for customer service

#### Marketing

- Customer segmentation using ML
- AI-generated content and ad optimization
- Sentiment analysis and trend forecasting

#### Human Resources

- Resume screening and interview scheduling
- Predictive attrition analysis
- AI in L&D and employee performance

#### Project Management

- Resource planning and risk analysis
- AI in Gantt charting and workload distribution
- Agile and AI-powered task automation

#### Real Estate

- Predictive property pricing and market analysis
- AI in lead generation and customer engagement
- Smart property listings and chatbot-based virtual assistants

### **Logistics & Supply Chain**

- Route optimization using AI
- Demand forecasting & inventory management
- AI in warehouse automation & last-mile delivery

### **Oil & Gas**

- Predictive maintenance of machinery and pipelines
- AI in exploration and seismic data analysis
- Risk management and environmental monitoring

### **Healthcare**

- AI-assisted diagnostics and medical imaging analysis
- Virtual health assistants and triage bots
- Predictive analytics for patient outcomes and treatment plans

### **Education**

- Adaptive learning platforms tailored to individual students
- AI-driven exam evaluation and plagiarism detection
- Predictive insights on student performance and dropout risk

### **Automotive**

- Predictive maintenance and vehicle diagnostics
- AI in manufacturing and supply chain optimization
- Autonomous driving systems and traffic data analysis

## **Module 4: Sector-Specific Case Studies**

**Finance** – Fraud detection, automated auditing, credit risk scoring

**Marketing** – Campaign optimization, customer behavior prediction, content generation

**Human Resources (HR)** – Resume screening, employee attrition prediction, AI in L&D

**Project Management** – Smart scheduling, risk assessment, AI in workload balancing

**Real Estate** – Predictive property pricing, AI in sales and lead gen

**Logistics & Supply Chain** – Route optimization, warehouse automation, demand forecasting

**Oil & Gas** – Predictive equipment maintenance, AI in inspections, seismic data analysis

**Healthcare** – Diagnostics, patient triage bots, EHR management

**Education** – AI in student performance tracking, personalized learning

**Automotive** – Predictive maintenance, autonomous systems overview

## **Module 5: Hands-on Practice & Capstone**

- No-code AI tools (ChatGPT, Canva AI, Excel AI, Power BI, etc.)
- Build a mini-project for your domain
- Peer-reviewed presentations and feedback