WEDTC – INTERNET & AI FOR BUSINESS (COMPREHENSIVE 12-WEEK SYLLABUS)

WEDTC EDTECH INSTITUTION

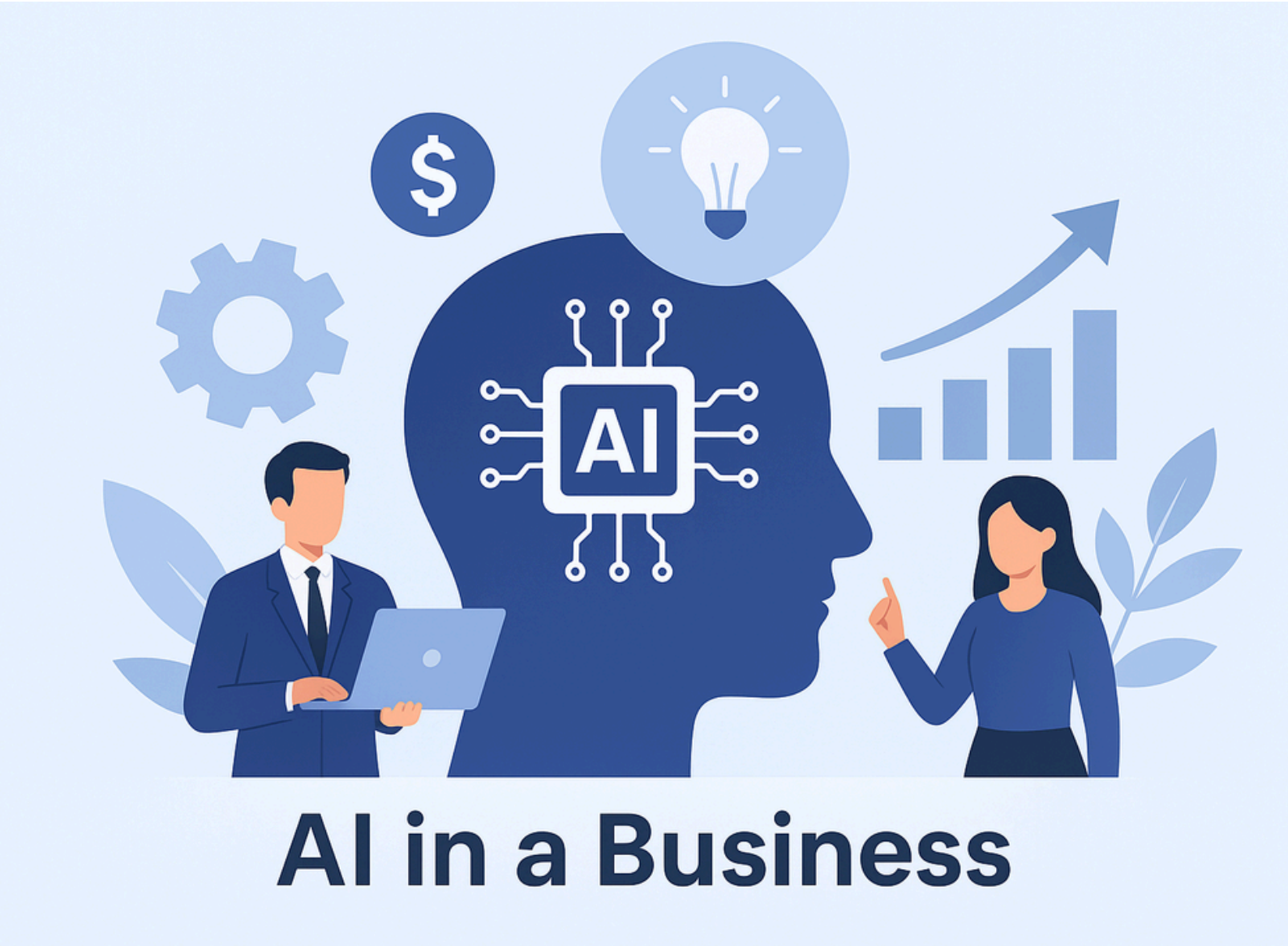
Communicate with Clarity, Lead with Confidence.

www.wedtc.rw

COURSE OVERVIEW:

This course equips students with practical AI and Internet skills to leverage for business growth, decision-making, operations, marketing, and education. Students will gain hands-on experience with AI tools across multiple business sectors, including education, retail, finance, healthcare, real estate, manufacturing, tourism, logistics, agriculture, and entertainment.

It also introduces Internet skills required for modern businesses: website management, email marketing, online collaboration, cloud storage, e-commerce, cybersecurity basics, and remote learning management (including AI proctoring).



LEARNING OUTCOMES

By the end of the course, students will be able to:

1. Apply AI tools in business operations, marketing, and decision-making.
2. Use AI in education and EdTech, including automated grading and proctoring exams.
3. Perform data analysis and generate business insights using AI.
4. Implement Internet skills for professional business tasks.
5. Build AI-driven solutions for real-world business challenges.

WEEKLY BREAKDOWN WITH PRACTICAL EXERCISES

Week 1: Introduction to AI & Internet Skills for Business

- **Topics:** AI concepts, Internet fundamentals, business applications, ethical AI use, cybersecurity basics.

- **Practical:**

    - Research 3 businesses successfully using AI.
    - Create a personal professional email, secure password, and set up 2-factor authentication.
    - Introduction to web browsers, cloud storage (Google Drive, OneDrive), and business collaboration tools (Slack, Teams)

Week 2: AI Tools Overview

- **Topics:** ChatGPT, Jasper, Canva AI, MidJourney, Scribe, Grammarly, AI dashboards, Zoom/Google Meet.

- **Practical:**

    - Generate 3 business ideas using ChatGPT.
    - Create a social media post using Canva AI.
    - Set up AI dashboard in Power BI or Google Analytics.

WEEKLY BREAKDOWN WITH PRACTICAL EXERCISES

Week 3: AI for Marketing, Sales & Customer Engagement

- **Topics:** AI-driven email marketing, content creation, social media automation, chatbots.

- **Practical:**

    - Use ChatGPT or Jasper to draft marketing emails and posts.
    - Build a demo chatbot for customer support (Tidio, ManyChat).
    - Analyze sample social media campaigns using AI analytics.

Week 4: AI for Data Analytics & Decision-Making

- **Topics:** Data collection, predictive analytics, dashboards, visualization.

- **Practical:**
    - Analyze sales or website traffic using Google Analytics or Power BI.
    - Predict future sales trends using AI tools.
    - Generate a dashboard report showing KPIs for a business scenario.

WEEKLY BREAKDOWN WITH PRACTICAL EXERCISES

Week 5: AI in Education & Proctoring

- **Topics:** Adaptive learning, AI tutors, automated grading, AI proctoring for exams.

- **Practical:**
  - Design a small AI-assisted lesson using ChatGPT.
  - Automate grading for sample quizzes.
  - Simulate AI exam proctoring using tools like Proctorio or Examity.
  - Provide feedback and personalized learning plans for 3 students.

Week 6: AI in Retail & E-Commerce

Topics: Product recommendations, inventory forecasting, pricing optimization.

- **Practical:**

  - Set up a demo Shopify store and generate AI product descriptions.
  - Forecast inventory for 10 products using AI.
  - Generate a targeted promotion for 3 customer personas.

WEEKLY BREAKDOWN WITH PRACTICAL EXERCISES

Week 7: AI in Banking, Finance & Healthcare

- **Topics:** Fraud detection, credit scoring, predictive health analytics, patient monitoring.

- **Practical:**
  - Simulate fraud detection for sample transactions.
  - Analyze a sample dataset for credit risk.
  - Use AI to generate patient monitoring or treatment reports.

Week 8: AI in Real Estate & Manufacturing

- **Topics:** Property value prediction, virtual tours, predictive maintenance, supply chain optimization.

- **Practical:**
  - Generate virtual property tours using AI tools (Matterport, MidJourney).
  - Predict maintenance schedules for sample machines.
  - Analyze supply chain optimization using AI dashboards.

WEEKLY BREAKDOWN WITH PRACTICAL EXERCISES

Week 9: AI in Hospitality, Tourism & Agriculture

- **Topics:** Dynamic pricing, AI concierge, travel recommendations, crop prediction, soil analytics.

- **Practical:**
  - Generate a personalized travel itinerary using AI.
  - AI-based crop yield prediction for 3 sample fields.
  - AI-generated hotel pricing strategy simulation.

Week 10: AI in Logistics, Transport & Entertainment

- **Topics:** Route optimization, fleet management, content recommendation, AI media generation.

- **Practical:**
  - Optimize delivery routes for a sample fleet using AI.
  - Generate AI content (video, blog, or social media posts).
  - Use AI recommendation engines to personalize media content.

WEEKLY BREAKDOWN WITH PRACTICAL EXERCISES

Week 11: AI Project Planning & Internet Integration

- **Topics:** Project definition, workflow design, AI tool selection, online collaboration, cloud solutions, remote work tools.

- **Practical:**
  - Define a business problem and select a sector for the final project.
  - Prepare project plan including AI tools, Internet tools, and collaboration workflow.
  - Set up a cloud storage project folder and collaborate using Teams or Slack.

Week 12: AI Project Execution & Presentation

- **Topics:** Project implementation, testing, optimization, presentation.

- **Practical:**
  - Implement AI solution for selected business sector.
  - Test results and refine workflows.
  - Present final project demonstrating AI impact, Internet integration, and sector-specific solutions.
  - Peer review and instructor feedback.

ASSESSMENT METHODS

- Quizzes & Assignments: 25%
- Hands-on sector exercises: 35%
- Final AI & Internet Project: 40%

Requirements

- Laptop with stable internet
- Basic computer literacy
- No prior AI experience required

The **WeDTC Internet & AI for Business** course provides practical training in AI applications and Internet skills across multiple business sectors, including education, retail, finance, healthcare, real estate, manufacturing, tourism, logistics, agriculture, and media. Students gain hands-on experience with AI tools, data analysis, marketing, and professional online operations, preparing them to implement AI-driven solutions and enhance business performance.

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