

AsiaSkills AI Skill Development Programs

Foundation Course

Course Name: AI Foundations for Business & Humanities Students

Duration: 3 Days (Online/Offline)

Course Objectives:

- To introduce students to the basics of Artificial Intelligence and its applications.
- To build awareness about how AI is shaping business, finance, economics, marketing, and social sciences.
- To develop practical skills in using AI-powered tools for research, presentations, data analysis, and decision-making.
- To prepare students for integrating AI into future studies and workplace tasks.

Key Topics:

- What is AI? Myths vs. Reality
- AI in Everyday Life & Industry (Business, Education, Media, Healthcare, Finance)
- Introduction to Generative AI (Chatbots, Content Creation, Data Insights)
- Hands-on: Using AI for assignments, presentations, and basic research
- Ethics of AI – Opportunities & Challenges

Career Opportunities After Foundation Level:

- AI-aware business professionals
- Marketing assistants using AI tools
- Data entry & analysis support roles
- Content creation & social media strategy using AI
- Preparedness for higher-level AI learning

AI Courses Fee Structure – AsiaSkills

Foundation Course – AI Foundations for Business & Humanities Students

Duration: 3 Days

Course Fee:

- **Offline (Classroom Mode):** ₹2,500 – ₹3,000 per student

- **Online (Live Mode):** ₹1,500 – ₹2,000 per student

Includes:

- Digital study material
- Hands-on workshops
- E-Certificate

Advanced Course

Course Name: Applied AI for Business, Research & Innovation

Duration: 3 Days (Online/Offline)

Course Objectives:

- To provide hands-on learning of AI tools for advanced academic and business use.
- To explore AI applications in financial analysis, business strategy, human resources, marketing, and social sciences.
- To teach students how to leverage AI for innovation, entrepreneurship, and research.
- To build critical thinking and ethical perspectives on AI adoption.

Key Topics:

- Advanced Generative AI (Text, Image, Presentation, Video tools)
- AI in Financial Forecasting, Marketing Analytics & Consumer Insights
- AI for Business Automation (CRM, HR, Customer Support)
- AI in Research – Academic writing, data visualization, and survey analysis
- AI & Entrepreneurship – Building startups with AI support
- Legal, Ethical & Responsible AI use in business & society

Career Opportunities After Advanced Level:

- AI-enabled Business Analyst
- Marketing & Digital Transformation Consultant
- Research & Academic Content Developer with AI
- Entrepreneur/Startup Founder leveraging AI tools
- Entry-level AI strategy associate in corporates

Special Features of AsiaSkills AI Programs:

- 100% Practical & Industry-Oriented Training
- Case Studies from Business & Social Sciences
- Globally Relevant Curriculum, designed for B.Com, BBA, BA, and other undergraduates
- Certificate of Completion from **AsiaSkills Academic & Research Institute**
- Pathway to career-focused AI skill certifications

Advanced Course – *Applied AI for Business, Research & Innovation*

Duration: 3 Days

Course Fee:

- **Offline (Classroom Mode):** ₹4,500 – ₹5,000 per student
- **Online (Live Mode):** ₹3,000 – ₹3,500 per student

Includes:

- Advanced case studies & projects
- Practical exposure to AI business & research tools
- E-Certificate with **“Advanced” recognition**
- Guidance on career & internships

AsiaSkills – AI Skill Development Programs (Day wise schedule)

Foundation Course: AI Foundations for Business & Humanities Students

Duration: 3 Days (Online/Offline)

Day 1: Understanding AI & Its World

- Introduction to Artificial Intelligence – Myths vs. Reality
- AI in Everyday Life – from chatbots to shopping apps
- Case Studies: How businesses use AI in Marketing, Banking & HR
- Interactive Activity: Exploring free AI tools (chatbots, translators, etc.)

Day 2: Hands-on AI for Students

- Introduction to Generative AI – text, images, and presentations
- Practical Demo: Using AI for assignments, note-making & presentations
- Group Activity: Create a presentation or report using AI tools

- Discussion: Strengths and Limitations of AI

Day 3: Ethics & Future Opportunities

- Responsible AI use – avoiding plagiarism & misuse
- Career Pathways with AI – Business, Media, Economics, Social Sciences
- Workshop: Building a simple AI-assisted project (resume, infographic, or case study)
- Certification & Closing Session

Advanced Course: Applied AI for Business, Research & Innovation

Duration: 3 Days (Online/Offline)

Day 1: Advanced AI in Business & Research

- Deep dive into Generative AI (text, video, image, analytics)
- AI in Financial Forecasting, Business Strategy, & Marketing Analytics
- Case Studies: Amazon, Swiggy, Netflix, & Indian startups using AI
- Practical Demo: Using AI dashboards for insights

Day 2: AI Tools & Practical Applications

- AI in Business Automation (CRM, HR, Customer Support)
- AI for Research: Academic writing, plagiarism check, data visualization
- Hands-on Workshop: Drafting a research abstract & report using AI
- Activity: Marketing plan design with AI

Day 3: Innovation, Ethics & Careers

- AI & Entrepreneurship – How startups leverage AI for growth
- Legal, Ethical, & Responsible AI use in corporate settings
- Capstone Project: Students present an AI-powered mini project (business idea, marketing plan, or research analysis)
- Career Guidance & Certification Ceremony

Key Highlights (For Both Courses):

- ✓ Short-Term (3 Days) but Impactful & Practical
- ✓ Industry-Relevant Skills for B.Com, BBA, BA & other undergraduates
- ✓ Certification by **AsiaSkills Academic & Research Institute**
- ✓ Pathway to internships, entry-level roles, & entrepreneurship