ACADEMIC TRAINING PROPOSAL / 6-DAY COMPLETE PROGRAM

AI to Grow Your Business

From customer insight to practical marketing and operations workflows

DURATION	TRAINING	APPLICATION
6 days · 36 hours	**18 hours · mornings**	**18 hours · afternoons**

A practical learning opportunity

For students exploring entrepreneurship, AI is most valuable when it helps them understand a customer, test an idea and improve a repeatable process. This program follows a simple business journey: identify a specific problem, develop useful content, build a small workflow and decide which numbers would show whether it helped. Activities use case material rather than unverified revenue promises.

The complete lab connects commercial thinking to execution. Students first understand an opportunity, then produce audience-specific messaging, simulate lead handling and customer service, and evaluate a business process with measurable indicators. They finish with a grounded 90-day implementation roadmap, not an unsupported revenue forecast.

What participants will take away

FINAL PARTICIPANT OUTCOME

An integrated business growth portfolio with source-aware research, campaign materials, a simulated workflow, a basic KPI view and a 90-day test-and-iteration plan.

Who this is designed for

SUITABLE PARTICIPANTS	STARTING POINT
MBA, BBA, commerce, entrepreneurship-cell participants, student founders and multidisciplinary teams exploring a venture concept.	Basic familiarity with marketing or business problems is helpful. Participants may use a fictional business case rather than disclose a real venture.

Why it matters to the department

Supports entrepreneurship education, management applications and campus innovation initiatives through evidence-based practice rather than tool demonstrations alone.

This proposal is intended for academic review. Cohort-specific examples and delivery arrangements can be agreed with the department once there is interest.

02 / ACADEMIC DESIGN

Learning outcomes and evidence

The outcomes below describe work a participant can show at the end of the program. They are deliberately scoped to the available instructional time.

PARTICIPANTS WILL BE ABLE TO...	OBSERVABLE EVIDENCE
Prioritise AI opportunities	An impact/effort map for a defined business scenario.
Investigate customers and alternatives	A referenced insight brief with assumptions clearly labelled.
Craft and test communication	A campaign kit with different audience messages and human edits.
Design a responsible lead process	A mapped funnel and simulated follow-up with review/consent safeguards.
Improve service or operations	A prototype assistant or workflow using fictional records.
Choose metrics and a rollout sequence	A 90-day roadmap linking activities to measurable learning goals.

How the workshop runs

SESSION	TEACHING APPROACH	PARTICIPANT EXPERIENCE
Morning · 3 hours	Concepts, worked examples, instructor demonstrations and guided questioning.	Understand the method, challenge assumptions and see a complete example.
Afternoon · 3 hours	Hands-on labs, structured iteration, peer critique and feedback.	Apply the method to a case, improve an artifact and leave with evidence of learning.

Illustrative daily timing: 09:30–12:30 training; 12:30–13:30 lunch (outside contact hours); 13:30–16:30 practice. The essential commitment is six instructional hours per day, split equally between learning and application.

What we will not overpromise

This is a learning lab, not a consulting engagement. Customer acquisition, advertising expenditure, revenue gains or operational deployment remain outside the promised course outcomes.

03 / SINGLE-PAGE TIMETABLE

6-day teaching and practice schedule

Each day deliberately links the morning lesson to an afternoon artifact. The complete timetable is kept together on this page for ease of academic review.

DAY & FOCUS	MORNING TRAINING · 3 HOURS	AFTERNOON PRACTICE · 3 HOURS	DAILY EVIDENCE
DAY 01 **Identify business value**	AI opportunities, simple ROI thinking, process discovery and useful constraints.	Audit a fictional venture; rank practical opportunities by effort, impact and risk.	Opportunity priority map
DAY 02 **Understand customers**	Segmentation, customer jobs, research sources, competitor alternatives and uncertainty.	Produce a persona and sourced insight brief; highlight untested assumptions.	Insight + persona dossier
DAY 03 **Build market messages**	Positioning, brand voice, SEO/content basics, creative variants and claim review.	Make a seven-post content set and short campaign with human editorial review.	Campaign mini-kit
DAY 04 **Follow up respectfully**	Funnel stages, CRM fields, lead qualification, consent and no-code workflows.	Simulate intake, sorting and reviewed follow-up using fictional enquiries.	Lead workflow prototype
DAY 05 **Improve the operation**	Support FAQs, process automation, service quality, dashboards and leading KPIs.	Build a small service assistant or process tracker and a simple KPI dashboard.	Service tool + dashboard
DAY 06 **Plan a real experiment**	Risk checks, measurement, iteration, change management and business storytelling.	Integrate artifacts into a 90-day plan and pitch one measured experiment.	Capstone + rollout roadmap

Daily learning rhythm

Explore the idea → see a worked demonstration → practise with feedback → check the output → record what improved. The afternoon closes with an artifact, not only a completed exercise.

Progression across the week

Days 1–2 develop the foundation; Days 3–4 extend it through guided application; Day 5 strengthens quality and judgment; Day 6 integrates the learning into a demonstrable capstone. Individual exercises may be completed in teams if appropriate to the cohort.

04 / LEARNING BY DOING

Hands-on studio: what students will actually do

The following activities show the level of work expected in the afternoon sessions. Case material and examples can be aligned with the department while preserving the core learning outcomes.

01 Opportunity clinic

Teams examine a case business and rank automation or content ideas according to customer value, effort, data needs and risk before choosing one.

Evidence: prioritised use-case portfolio.

02 Research that admits uncertainty

Participants compile a short insight brief from supplied or accessible sources and explicitly mark what is observed, inferred or still unknown.

Evidence: annotated customer and competitor dossier.

03 Campaign and consent lab

Groups draft market-facing assets and a sample lead funnel. Peers challenge unsupported claims and review how data is collected and followed up.

Evidence: edited asset kit and consent-aware workflow.

04 Measurement before expansion

Students simulate a service workflow, choose a few useful KPIs and translate the results into a realistic phased rollout.

Evidence: prototype, dashboard and 90-day test plan.

Capstone brief

END-OF-PROGRAM CHALLENGE

A business growth portfolio for a hypothetical or student venture: opportunity audit, referenced customer research, campaign kit, simulated lead/service workflow, KPI dashboard and a staged 90-day experiment plan.

Examples of suitable practice contexts

- Research an imagined local service business and separate assumptions from sourced facts.
- Develop two messaging angles for a defined customer segment, then critique both.
- Build a simulated lead-intake and follow-up workflow with human review.

05 / EVIDENCE AND ACADEMIC FIT

Assessment that a department can inspect

Assessment is practical and formative. Facilitators look at the quality of the work and the reasoning behind it, not just whether a tool produced an answer. The weights are suggested for workshop evaluation and can be adapted to the cohort.

CRITERION	WEIGHT	WHAT REVIEWERS LOOK FOR
Commercial reasoning and evidence	25%	Problem selection, insight quality and honest assumptions
Marketing communication	20%	Fit to audience and supportable claims
Workflow and operational utility	30%	Functional simulation and appropriate safeguards
Measurement and adoption plan	25%	Relevant KPIs, practical milestones and clear pitch

Evidence retained by learners

- Completed daily artifacts or short case submissions.
- A final project, demonstration or decision portfolio appropriate to the program.
- A brief explanation of what was checked, improved and left unresolved.

Tools, access and responsible practice

Approved AI assistant; documents and spreadsheets; a design/content tool and optional forms, CRM sandbox or no-code workflow platform. No real customer database is required.

Use fictional businesses or permitted public information. Do not scrape private profiles, upload customer records, or send unsolicited real-world marketing messages during training.

Institutional value

Supports entrepreneurship education, management applications and campus innovation initiatives through evidence-based practice rather than tool demonstrations alone.

Suggested academic discussion

A short conversation with the relevant department can confirm the student level, preferred case domain and expected final artifacts. That alignment is enough to decide whether the program fits the institution’s learning priorities.