

CERTIFICATE IN BUSINESS APPLICATIONS & AUTOMATION WITH AI

(Fee Per Head GHC 16,876.00)

Exclusive Group Discounts Available

2-Week Practical Corporate Training Program

Duration: 2 Weeks / 10 Working Days

Daily Duration: 4 Hours

Training Hours: 40 Hours

Training Methodology: 20% Theory / 80% Practical

Delivery Mode: Instructor-Led, Hands-On & Practical Course

Target Audience: Business Professionals, Managers, Team Leaders, Sales & Marketing, HR, Finance, Operations, Administration and IT Teams

1. COURSE OVERVIEW

Business Applications and Automation with AI is a two-week practical corporate training program designed to equip professionals with the knowledge and hands-on skills required to use Artificial Intelligence, Generative AI, business applications and automation technologies to improve workplace productivity and operational efficiency.

The program moves beyond basic AI awareness and focuses on **real-world business applications**. Participants will learn how to use AI for communication, document creation, data analysis, reporting, sales, marketing, customer service and decision-making.

The second week focuses on **business process automation**, enabling participants to identify repetitive tasks, map existing processes, design AI-powered workflows, automate document and data processing, and understand the use of AI assistants, chatbots and AI agents.

Throughout the program, participants will work with realistic business scenarios and practical exercises. The course culminates in a **Final AI Business Automation Project**, where participants design and present an AI-powered solution addressing a real or simulated organizational challenge.

2. COURSE OBJECTIVES

The program aims to enable participants to:

- Understand Artificial Intelligence and Generative AI concepts.
- Identify practical applications of AI within business environments.
- Use AI to improve workplace productivity.
- Develop effective prompts for business applications.
- Use AI to create and improve business documents.
- Apply AI to Microsoft Office and productivity applications.
- Analyze business data using AI-assisted tools.
- Develop business dashboards and reports.
- Apply AI to sales and marketing activities.
- Improve customer service through AI.
- Identify repetitive business processes.
- Map and redesign business processes.
- Design AI-powered automated workflows.
- Automate document and data-processing activities.
- Understand AI assistants, chatbots and AI agents.
- Apply responsible AI and data security principles.
- Evaluate the business impact of AI automation.
- Develop practical AI implementation roadmaps.

3. PREREQUISITES

Participants should have:

- Basic computer literacy.
- Familiarity with Windows or a similar operating system.
- Basic knowledge of Microsoft Word, Excel, PowerPoint and Outlook.
- Basic understanding of workplace processes such as email communication, reporting, approvals and data management.
- Familiarity with web browsers and online applications.
- Basic spreadsheet knowledge, including data entry, sorting, filtering and simple formulas.
- No programming or advanced AI knowledge is required.

- Access to a laptop/computer and reliable internet connection during practical sessions.

4. TARGET AUDIENCE

This course is suitable for professionals working in:

- Business Development
- Sales
- Marketing
- Human Resources
- Finance & Accounting
- Administration
- Operations
- Customer Service
- Information Technology
- Procurement
- Project Management
- Digital Transformation

5. TRAINING METHODOLOGY

The training follows an **80% Practical / 20% Theory** approach.

The delivery methodology includes:

- Instructor-led sessions
- Live demonstrations
- Hands-on practical exercises
- Business case studies
- Group activities
- Individual exercises
- Business process mapping
- AI prompt development
- Workflow design
- Automation exercises
- Real-world scenarios
- Department-specific use cases
- Capstone project

- Participant presentations

6. TWO-WEEK DETAILED TRAINING SCHEDULE

WEEK 1 – AI-POWERED BUSINESS APPLICATIONS & PRODUCTIVITY

Day	Module	Key Topics / Coverage	Practical Activities / Case Study	Expected Output
Day 1	AI Fundamentals & Business Applications	Introduction to AI, Generative AI, Machine Learning, LLMs, AI vs Automation, AI in modern business, departmental use cases, AI opportunities, limitations, risks and responsible AI	Identify repetitive activities within the organization; map potential AI opportunities across departments	AI Business Opportunity Map
Day 2	Prompt Engineering for Business	Prompt fundamentals, roles, context, instructions, constraints, structured prompts, prompt templates, iterative prompting, validating AI outputs	Create prompts for emails, reports, proposals, research, customer communication and management summaries	Business Prompt Library
Day 3	AI for Business Communication & Documents	AI-assisted emails, reports, proposals, policies, SOPs, meeting minutes, executive summaries, document editing, summarization and information extraction	Convert meeting notes into an executive report; create a business proposal and customer communication package	AI-Assisted Business Document Pack
Day 4	AI for Microsoft	AI with Word, Excel and PowerPoint; document	Analyze a business dataset and convert	Business Analysis

Day	Module	Key Topics / Coverage	Practical Activities / Case Study	Expected Output
	Office & Workplace Productivity	creation, Excel formulas, data cleaning, spreadsheet analysis, presentation creation, report-to-presentation workflows	findings into a management report and presentation	Report & Presentation
Day 5	AI for Data Analytics & Business Intelligence	Data preparation, Excel analysis, Pivot Tables, charts, KPIs, trend analysis, forecasting concepts, Power BI introduction, dashboard design, AI-generated insights	Analyze sales/customer data; identify trends and anomalies; develop a basic management dashboard	AI-Assisted Business Dashboard

WEEK 2 – AI AUTOMATION, WORKFLOWS & BUSINESS TRANSFORMATION

Day	Module	Key Topics / Coverage	Practical Activities / Case Study	Expected Output
Day 6	AI for Sales, Marketing & Customer Service	AI for lead generation, customer profiling, segmentation, sales emails, proposals, follow-ups, marketing campaigns, content creation, customer support, chatbots and sentiment analysis	Develop an AI-powered customer journey from lead generation to follow-up; create a marketing campaign and customer-service workflow	AI Sales & Customer Engagement Workflow
Day 7	Business Process Analysis & Automation	Business Process Automation, identifying repetitive tasks, process mapping, bottleneck	Map three real business processes and redesign them for AI-assisted automation	Business Process Automation Map

Day	Module	Key Topics / Coverage	Practical Activities / Case Study	Expected Output
		identification, automation opportunities, triggers, actions, conditions and approvals		
Day 8	AI-Powered Workflow Automation	Microsoft Power Automate, Zapier/Make concepts, automated emails, notifications, approvals, Forms, Excel, Outlook, SharePoint and Teams integration	Build an automated employee/customer request workflow including AI classification, approval and notification	Working AI-Powered Workflow
Day 9	AI Document, Data & Intelligent Process Automation	Intelligent document processing, PDF/invoice extraction, data classification, document validation, automated reporting, AI assistants, chatbots, AI agents and knowledge bases	Design an automated invoice/document-processing workflow and develop a departmental AI assistant concept	Intelligent Document Workflow + AI Assistant Design
Day 10	AI Business Automation Capstone Project	End-to-end AI automation, solution design, implementation considerations, security, governance, ROI, change management and implementation roadmap	Teams identify a real business problem, design an AI solution, build/prototype the workflow and present the solution	Final AI Business Automation Solution & Presentation

7. RECOMMENDED TOOLS

The exact tools can be adapted according to the organization's existing technology environment.

Artificial Intelligence

- ChatGPT
- Microsoft Copilot
- Google Gemini

Automation

- Microsoft Power Automate
- Zapier
- Make

Productivity

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- Microsoft Teams

Analytics

- Microsoft Excel
- Microsoft Power BI

Business Applications

- Microsoft Forms
- SharePoint
- CRM platforms
- Document management systems

8. LEARNING OUTCOMES

By the end of the program, participants will be able to:

AI & Business Applications

- Explain the fundamentals of AI, Generative AI and automation.
- Identify practical AI applications within business operations.
- Distinguish between AI-assisted processes and automated processes.
- Identify processes suitable for AI enhancement.

Business Productivity

- Use AI to create and improve business documents.
- Generate professional emails, reports and proposals.
- Create business presentations using AI.
- Develop reusable prompts for workplace activities.
- Use AI to reduce repetitive administrative work.

Data & Analytics

- Prepare and analyze business data.
- Use AI-assisted tools to analyze datasets.
- Identify trends, patterns and anomalies.
- Generate business insights.
- Develop basic dashboards and reports.

Sales & Marketing

- Use AI for lead generation.
- Develop customer profiles and segments.
- Create sales and marketing content.
- Develop customer follow-up workflows.
- Use AI to support sales pipeline analysis.

Customer Service

- Design AI-assisted customer service processes.
- Develop FAQ and chatbot concepts.
- Automate common customer responses.
- Apply customer classification and routing.
- Design human escalation processes.

Business Automation

- Map existing business processes.
- Identify repetitive activities.
- Identify automation opportunities.
- Design automated workflows.
- Use triggers, actions, conditions and approvals.
- Connect different business applications.

Document & Data Automation

- Extract information from documents using AI.
- Design invoice and document-processing workflows.
- Automate data classification.
- Reduce manual data-entry activities.
- Develop automated approval processes.

AI Assistants & Agents

- Explain AI assistants, chatbots and AI agents.
- Design departmental AI assistants.
- Develop business knowledge-base concepts.
- Define human oversight and escalation mechanisms.

Responsible AI

- Understand AI privacy and security considerations.
- Identify risks associated with AI-generated information.
- Apply human validation and oversight.
- Understand responsible AI practices.

Business Transformation

- Evaluate AI automation opportunities.

- Assess potential productivity and cost benefits.
- Develop AI implementation roadmaps.
- Present practical AI automation solutions.

9. EXPECTED PARTICIPANT DELIVERABLES

During the two-week program, participants will develop:

1. **AI Business Opportunity Map**
2. **Business Prompt Library**
3. **AI-Assisted Business Document Pack**
4. **Business Analysis Report**
5. **Management Presentation**
6. **AI-Assisted Business Dashboard**
7. **AI Sales & Customer Engagement Workflow**
8. **Business Process Automation Map**
9. **AI-Powered Workflow**
10. **Intelligent Document Processing Workflow**
11. **AI Assistant Concept**
12. **Final AI Business Automation Project**

10. COURSE COMPLETION OUTCOME

At the end of the program, participants will have both the **knowledge and practical experience required to identify, design and apply AI-enabled productivity and automation solutions within their organizations.**

The program focuses on moving participants from:

AI Awareness → AI Application → Process Automation → Business Transformation

Participants will leave the training with practical examples, workflows, prompt templates, process maps and a final AI automation project that can serve as a foundation for implementing AI within their respective departments.

11. Why do from us.

The **Business Applications & Automation with AI** course from **Netzline Technologies**, backed by the company's experience in delivering technology and professional training



solutions, equips participants with practical skills to use AI to improve productivity, automate repetitive tasks, streamline business processes, analyze data, and support better decision-making. The hands-on approach enables professionals to apply AI effectively to real-world business challenges and drive greater efficiency and innovation.