

## CTR-807 AI No Code

### About This Course

This course provides a comprehensive introduction to Artificial Intelligence (AI) for business professionals, entrepreneurs, and non-technical users. It focuses on the practical use of AI in business, automation, and decision-making while leveraging no-code platforms such as Bubble, Zapier, and Make. Participants will learn to integrate AI tools into workflows, develop AI-powered applications, and understand best practices for AI security and ethics.

### Audience Profile

This course is designed for professionals who want to integrate AI into their business or workflow without writing code. The audience includes:

- Business owners & entrepreneurs
- Product managers & marketing professionals
- Business analysts & operations managers
- Anyone interested in leveraging AI without programming experience

### Course Outline

#### Module 1: Introduction to AI & Its Business Applications

- What is AI? Understanding Machine Learning, NLP, and Generative AI
- AI applications in business: automation, decision-making, and optimization
- Challenges in AI adoption: ethics, privacy, and cost

**Learning Outcomes:** ✓ Understand AI fundamentals and how it impacts business ✓ Identify AI opportunities in various industries ✓ Recognize common challenges in AI adoption

#### Module 2: AI for No-Code Development

- Introduction to No-Code AI Development
- AI integration with platforms like Bubble, Zapier, and Make
- Connecting AI models to no-code platforms

**Learning Outcomes:** ✓ Understand No-Code AI capabilities ✓ Integrate AI models with no-code platforms ✓ Build AI-driven applications without programming

#### Module 3: Integrating AI into Workflows with Zapier & Make

- Automating tasks using Zapier & Make
- AI-driven workflows: email automation, lead generation, and data processing
- Connecting AI tools (ChatGPT, Midjourney, DALL-E) to business applications

**Learning Outcomes:** ✓ Automate business processes using AI ✓ Integrate AI with various business tools ✓ Optimize workflows with AI-powered automation

#### **Module 4: AI in Bubble – Creating Smart No-Code Applications**

- Using Bubble to develop AI-powered applications
- Connecting AI APIs (ChatGPT, Stable Diffusion, Google Vision)
- Case Study: Building an AI chatbot in Bubble

**Learning Outcomes:** ✓ Develop AI-powered applications in Bubble ✓ Connect AI APIs to Bubble applications ✓ Create and test AI-driven chatbots

#### **Module 5: Generative AI & Business Use Cases**

- ChatGPT: Using AI for customer support, sales, and content generation
- Image & Video AI: Midjourney, DALL-E, and Runway ML for branding and marketing
- AI Agents: Autonomous AI-powered business assistants

**Learning Outcomes:** ✓ Apply ChatGPT for business operations ✓ Utilize AI-generated visuals in marketing ✓ Automate business tasks with AI Agents

#### **Module 6: AI Security, Privacy & Best Practices**

- Understanding AI model limitations & bias
- Data security & privacy in AI applications
- Best practices for safe AI integration in business

**Learning Outcomes:** ✓ Ensure AI implementations comply with security standards ✓ Recognize AI bias and limitations ✓ Maintain data privacy while using AI

#### **Module 7: Edx Certification Exam Preparation**

- Key AI concepts for business professionals
- Hands-on practice and review sessions
- Mock exam and preparation tips

**Learning Outcomes:** ✓ Prepare for the Edx AI certification exam ✓ Test AI knowledge through practical exercises ✓ Gain confidence for AI certification assessments

#### **Module 8: Final Project & Entering the AI Job Market**

- Final Project: Build & present a No-Code AI-powered solution
- Job opportunities & networking in AI & No-Code development
- How to market AI skills in a no-code environment
- Building a portfolio and showcasing AI projects

**Learning Outcomes:** ✓ Develop and present an AI-powered business solution ✓ Understand AI job market trends ✓ Build a professional AI portfolio

## Prerequisites

Participants do not need prior coding experience but should have:

- Basic familiarity with business workflows
- An interest in automation and AI-driven solutions
- Willingness to explore no-code development platforms