AI for Managers

Program

Online   Part-Time   8 weeks

Contents

About the program

The AI for Managers course is a hands-on, sprint-based program designed for professionals who want to integrate artificial intelligence into their day-to-day operations and decision-making. Tailored for non-technical leaders, the course introduces essential AI tools like ChatGPT, Claude, Gemini, and Nebius AI Studio, while guiding participants through prompt engineering, LLM capabilities, and no-code app development. You'll explore how AI can transform competitive research, automate administrative tasks, and streamline internal processes —without needing to write a single line of code.
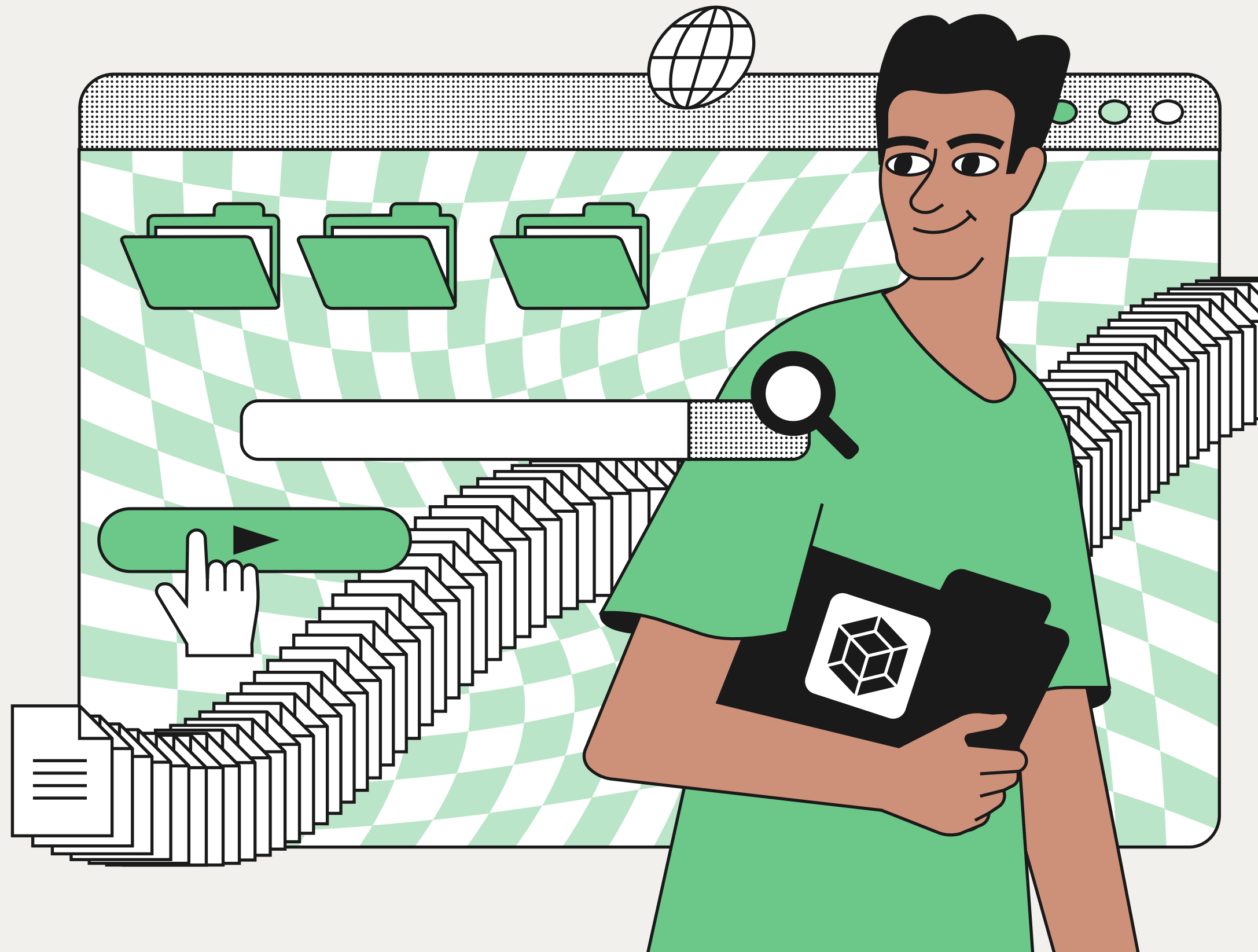
Each sprint focuses on a practical business use case, culminating in real-world projects such as generating AI-powered industry reports, building custom assistants for onboarding or meeting prep, and automating workflows across tools like Hubspot and Google Sheets. A key highlight of the program is the deployment of AI agents—autonomous tools that can make decisions and carry out complex managerial tasks like triaging projects or summarizing performance. By the end of the course, you'll have a portfolio of ready-to-use AI solutions and the confidence to lead innovation in your organization, saving hours of manual work while boosting strategic impact.

Claude

ChatGPT

Gemini

Nebius AI Studio

Course structure

Your journey will be structured as a series of sprints, grouped into thematic modules. Each sprint will have a particular set of learning outcomes, reinforced through quizzes and tasks. At the end of the sprint, you will take the skills you've learned and combine them with your existing skills to work on a project.

We suggest dedicating around 10 hours per week to make steady progress, but the course is entirely self-paced—so you're free to move through the content at your own speed and complete the program on a schedule that fits your lifestyle.

Syllabus

📖 Sprint 1. Conducting Market and Competitor Analysis Using AI

Build foundational AI literacy by comparing the capabilities of leading AI tools (ChatGPT, Claude, Gemini, etc.). Learn to select the best-fit tool for business research tasks, then use it to conduct competitor and market analysis at scale and speed.

Tools
ChatGPT, Claude, Gemini, DeepSeek, Le Chat, Nebius AI Studio, Perplexity

Project description
Compare AI Tools and Generate a Competitive Landscape Report to Support Strategic Decision-Making.

2 weeks

📖 Sprint 2. Creating AI Assistants for Routine Managerial Tasks

Build custom AI assistants using no-code platforms to handle onboarding, FAQs, scheduling, or meeting prep.

Tools
Nebius AI Studio, Zapier

Project description
Build a No-Code AI Assistant to Support a Repetitive Managerial Task.

2 weeks

🗒 Sprint 3. Streamlining Cross-Tool Workflows with AI

Use AI and no-code automation tools to reduce manual coordination across platforms. Design a workflow that connects tools like Airtable, Hubspot, and Gmail to enable smoother task tracking, reporting, or content delivery.

Tools
OpenAI API, Make, Hubspot, Airtable, Google Sheets, Gmail

Project description
Design an AI-Supported Workflow That Connects and Syncs Tasks Across Multiple Tools.

2 weeks

🗒 Sprint 4. Managing Teams and Projects More Effectively with AI

Explore how AI can assist with team communication, time optimization, task planning, and decision support. Learn to integrate AI into your workflows to manage meetings, track progress, and improve team alignment—while also addressing legal and ethical considerations.

Tools
Notion AI, Motion, ChatGPT (for ethical scenarios), Fathom (AI meeting assistant), Reclaim.ai, Loom (for async communication), NotebookLM

Project description
Deploy an AI-Enhanced Workflow to Improve a Time-Consuming Area in Team or Project Management (e.g. async updates, meeting prep, or task prioritization).

2 weeks

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Projects

Create an AI-Generated Competitive Landscape Report

Use AI tools and prompt engineering to gather insights on competitors, industry trends, or benchmarks relevant to your team.

✓ Result

Save up to 5+ hours per month on manual research and enhance the quality of strategic decisions with up-to-date, AI-summarized insights.

2 weeks

Develop a Custom AI Assistant for Managerial Tasks

Build a no-code AI-powered assistant to automate tasks like onboarding, answering FAQs, or preparing for meetings.

✓ Result

Reduce repetitive questions by 30–50% and improve onboarding speed and consistency across your team.

2 weeks

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Deploy an AI Agent to Automate a Time-Consuming Managerial Process

Create an AI agent to handle tasks like task assignment, project triage, or performance summary generation.

✅ Result

Automate 1–2 hours of weekly administrative work, allowing you to focus more on high-level leadership and strategy.

2 weeks

Automate a Cross-Tool Workflow to Increase Managerial Efficiency

Design an automation using tools like Zapier, Hubspot, or Google Sheets for workflows like lead management, task prioritization, or feedback analysis.

✅ Result

Cut workflow delays by 20–40% and create a scalable system for team operations with minimal manual input.

2 weeks