

AI Tools & Prompt Engineering for Small Business

A practical, non-technical course that teaches small business owners and staff how to use AI tools (like Claude and ChatGPT) to save time, cut costs, and improve marketing, customer service, finance, and daily operations; no coding required.

Target audience: Small business owners, solo entrepreneurs, office managers, and admin staff who want to use AI day-to-day but don't know where to start.

Learning outcomes: by the end, learners will be able to:

- Write clear, effective prompts to get reliable results from AI tools
- Use AI to draft marketing content, social posts, and ad copy
- Automate common customer service and admin tasks with AI
- Use AI to support budgeting, reporting, and business decisions
- Build a personal AI workflow they can apply immediately in their business