

AI Automation — Course Outline

Course

Course Duration: 2 months (8 weeks)

Class Frequency: 3 classes/week, 1.5–2 hours each

Total Classes: 24

Mode of Delivery: On-Campus / Online

Target Audience: Beginners, Students, Freelancers, Business Owners

Course Objectives

- Build genuine AI literacy: how LLMs work, their limitations, and how to evaluate AI output critically before using it professionally.
- Master prompt engineering for real business use cases — content, support, proposals, and marketing.
- Gain deep, working proficiency in two no-code automation platforms: Make.com and n8n — not surface exposure to many.
- Build and deploy AI chatbots trained on real business data.
- Design end-to-end marketing automation systems combining content, social, and email.
- Understand tool costs, free-tier limits, and how to price automation services for clients.
- Apply basic data-privacy practices when handling client or business data inside AI tools.
- Launch a professional freelancing presence on Fiverr and Upwork backed by a real portfolio.

Week-wise Course Plan

Week 1 — AI Foundations & Responsible Use

Class	Topics Covered	Assignment / Project
Class 1: How AI Actually Works	• What is AI and what is automation • How LLMs generate text — and why they sometimes hallucinate • Real-world business use cases • Data privacy basics: what never to paste into AI tools (client PII, financial data)	Find 5 businesses using AI or automation and explain how; list 3 things you would never paste into ChatGPT for a client.
Class 2: Prompt Engineering Mastery	• Prompt structure and role-based prompting • Business prompts and content generation • Prompt templates and reusable formats	Create 10 business prompts for a clothing brand.
Class 3: Evaluating AI Output Critically	• Spotting hallucinated facts and figures • Fact-checking AI-generated content before sending to a client • When NOT to trust AI output without verification	Given 5 AI-generated business answers, identify which contain errors and correct them.

Week 2 — ChatGPT for Business

Class	Topics Covered	Assignment / Project
Class 4: ChatGPT for Business Writing	• Email and proposal writing • Product descriptions • Customer support replies	Create a ChatGPT toolkit with 15 business prompts.
Class 5: ChatGPT for Marketing Content	• Social media content generation • Brand voice and tone consistency • Repurposing one piece of content into five formats	Turn one blog post into 5 social media posts using ChatGPT.

Class	Topics Covered	Assignment / Project
Class 6: Automation Fundamentals	• What automation actually solves • Triggers and actions — the core mental model • Connecting apps conceptually before touching a tool	Design a workflow on paper: Form → Google Sheet → Email Notification.

Week 3 — Make.com (Deep Dive Part 1)

Class	Topics Covered	Assignment / Project
Class 7: Make.com Fundamentals	• Scenarios, modules, and the visual builder • Connecting Google Sheets, Gmail, and forms • Running and debugging a scenario	Build 2 working Make.com scenarios.
Class 8: Make.com Routers & Filters	• Routers for conditional logic • Filters to control data flow • Scheduling scenarios	Build an Instagram → Google Sheet automation with a filter condition.
Class 9: Make.com Real Business Workflows	• Multi-step scenarios • Lead capture automation • WhatsApp/SMS notifications	Build a complete lead capture automation system end-to-end.

Week 4 — n8n (Deep Dive Part 2)

Class	Topics Covered	Assignment / Project
Class 10: n8n Fundamentals	• Self-hosted automation — what that means and why it matters • Nodes, workflows, and the n8n interface • Installing and setting up a local n8n instance	Install n8n locally and recreate one of your Make.com scenarios in n8n.
Class 11: n8n Webhooks & Templates	• Webhooks — receiving data from external triggers • Using and customising community templates • Connecting APIs without a pre-built integration	Build a webhook-triggered workflow that logs incoming form data to a database.
Class 12: Make.com vs n8n — Choosing the Right Tool	• Cost comparison: free tier limits on both platforms • When to recommend Make.com vs n8n to a client • Pricing your automation services realistically	Write a one-page comparison: for 3 client scenarios, which tool would you use and what would you charge.

Week 5 — AI Chatbots

Class	Topics Covered	Assignment / Project
Class 13: Voiceflow Chatbot Fundamentals	• Chatbot design principles • Intents and conversation flows • Designing a business-appropriate FAQ structure	Map out the conversation flow for an FAQ chatbot on paper.
Class 14: Building the Voiceflow Chatbot	• Building flows in Voiceflow • Testing and refining bot responses • Handling unclear or off-topic user input	Build and test a working FAQ chatbot in Voiceflow.
Class 15: Chatbase & Training on Business Data	• AI-powered chatbots trained on PDFs and documents • Website chatbot embedding • ChatGPT API concept — what it is, without writing code	Create a custom chatbot trained on a sample business FAQ document.

Week 6 — Marketing Automation

Class	Topics Covered	Assignment / Project
Class 16: Social Media Automation with Buffer	• Content scheduling fundamentals • AI content generation for social posts • Automated posting workflows	Schedule 2 weeks of content using Buffer.
Class 17: Email Marketing Automation with Brevo	• Setting up email lists • Welcome sequences • Drip campaign structure	Build a 3-email automation sequence in Brevo.
Class 18: AI Content Pipeline	• Keyword research → ChatGPT content generation • Canva AI for visuals • Connecting the pipeline to Buffer for posting	Build a complete AI content pipeline from keyword to published post.

Week 7 — Complete Automation Systems

Class	Topics Covered	Assignment / Project
Class 19: Integrated Business Automation Part 1	• Combining chatbot + lead capture • Routing leads from chatbot into Make.com/n8n • Connecting automation to email follow-up	Connect your chatbot to your lead capture automation from Week 3.
Class 20: Integrated Business Automation Part 2	• Adding social media automation to the system • Full pipeline: lead → chatbot → email → social retargeting • Testing the complete system end-to-end	Test and document the full integrated automation system.
Class 21: Pricing & Packaging Automation Services	• What clients actually pay for automation work in Pakistan and internationally • Packaging a service as a fixed-price offer vs hourly • Accounting for tool subscription costs in your pricing	Write 3 service packages with pricing for your automation system.

Week 8 — Freelancing & Final Project

Class	Topics Covered	Assignment / Project
Class 22: Fiverr & Upwork Setup	• Profile optimisation on both platforms • Gig creation and proposal writing • Standing out with a niche specialisation	Create 2 Fiverr gigs and 3 Upwork proposals.
Class 23: Portfolio & Case Study Building	• Turning class projects into portfolio case studies • Client communication basics • Presenting technical work to a non-technical client	Write one case study based on your Week 7 integrated automation project.
Class 24: Final Project Presentation	• Live presentation of the final project • Peer and instructor feedback • Next steps for freelancing or in-house roles	Present: a complete business automation system, an AI chatbot, and a marketing automation pipeline — built, tested, and priced.

Assessment Structure

Component	Weightage
Attendance	10%
Assignments	25%
Practical Projects	25%
Pricing & Packaging Exercise (Week 7)	10%
Final Project & Presentation	30%

Final Project

By the end of Week 8, students build and present three integrated deliverables:

- A complete business workflow automation built in Make.com or n8n
- An AI chatbot trained on real or sample business data
- A marketing automation system combining content, social, and email — with a written pricing package

Final Outcome

By the end of 2 months, students will be able to:

- Use ChatGPT professionally and evaluate its output critically before client delivery
- Build automations with genuine depth in both Make.com and n8n
- Create AI chatbots trained on real business data
- Develop email and social media automation systems
- Price and package automation services realistically, accounting for tool costs
- Apply basic data-privacy practices when handling client information in AI tools
- Create Fiverr and Upwork profiles backed by a real portfolio
- Start offering AI Automation freelance services immediately

Note: This course outline and schedule are tentative and may be adjusted by the instructor depending on class progress and circumstances.