

## STUDY PLAN

Module	Session	Hours	Dates	Class Timings	Topics	Learning Objectives	Learning Outcomes	Tools	Assignments
	Orientation session	1	5/16/2026	7:00 PM-9:30 PM	Overview of LMS	Meet and Greet with Learners			
Module 1: AI Career Revolution for Bengali Professionals	Session 1: Bengali Digital Revolution & GenAI Career Transformation	2.5	5/17/2026	7:00 PM-9:30 PM	GenAI success stories, Digital transformation case studies, Opportunity mapping, Cultural integration	<ul style="list-style-type: none"> <li>- Identify 10+ GenAI applications for Bengali content</li> <li>- Analyze local business transformation opportunities</li> <li>- Conduct comprehensive market opportunity audit</li> </ul>	<ul style="list-style-type: none"> <li>- Documented AI opportunity map</li> <li>- Drafted revenue projections</li> <li>- Optimized tool setup for Bengali content</li> </ul>	ChatGPT Free, Google AI Studio (Gemini), Perplexity Free	Activity: Market research, AI Opportunity Map, Tool setup & Bengali language optimization
Module 1: AI Career Revolution for Bengali Professionals	Session 2: AI Types, Ecosystem & Implementation Strategy	2.5	5/23/2026	7:00 PM-9:30 PM	AI fundamentals with Bengali cultural examples, Tool ecosystem, Implementation pathways, ROI calculation	<ul style="list-style-type: none"> <li>- Master AI type selection for Bengali business scenarios</li> <li>- Navigate complete tool ecosystem</li> <li>- Design strategic implementation roadmap</li> </ul>	<ul style="list-style-type: none"> <li>- AI type decision matrix</li> <li>- Comprehensive tool testing report</li> <li>- 30-day implementation plan</li> </ul>	ChatGPT Free, Gemini Free, Claude Free, Canva Free	Activity: AI type comparison, Tool setup, Implementation plan Mini Project 1: Market Analysis & Business Plan Draft
Module 2: Prompt Engineering, Bengali Prompting & LLMs	Session 3: Prompt Engineering Fundamentals & Bengali Language Optimization	2.5	5/24/2026	7:00 PM-9:30 PM	7-Pillar prompting framework, Bengali language optimization, Cultural integration, Dialect considerations	<ul style="list-style-type: none"> <li>- Apply 7-pillar prompting for Bengali content</li> <li>- Optimize prompts for Bengali nuances</li> <li>- Create reusable templates for cultural content</li> </ul>	<ul style="list-style-type: none"> <li>- Portfolio of optimized Bengali prompts</li> <li>- Initial template library</li> </ul>	ChatGPT Free, Gemini Free, Claude Free	Activity: Prompt engineering practice & Bengali content creation
Module 2: Prompt Engineering, Bengali Prompting & LLMs	Session 4: Advanced Bengali Prompting & Cultural Context	2.5	5/30/2026	7:00 PM-9:30 PM	Festival campaign creation, Traditional-modern balance, Regional strategies	<ul style="list-style-type: none"> <li>- Apply advanced prompting for business contexts</li> <li>- Demonstrate cultural sensitivity in AI outputs</li> <li>- Build domain-specific Bengali prompt libraries</li> </ul>	<ul style="list-style-type: none"> <li>- Repository of advanced prompts</li> <li>- Festival content portfolio</li> </ul>	ChatGPT Plus trial, Gemini Advanced trial, Claude Pro trial	Activity: Advanced prompting workshop, Business communication templates
Module 2: Prompt Engineering, Bengali Prompting & LLMs	Session 5: LLM Mastery & Bengali Content Workflows	2.5	5/31/2026	7:00 PM-9:30 PM	LLM comparison for Bengali tasks, Workflow design, Quality control	<ul style="list-style-type: none"> <li>- Compare LLM performance for Bengali</li> <li>- Design multi-step content workflows</li> <li>- Establish quality control systems</li> </ul>	<ul style="list-style-type: none"> <li>- Workflow system draft</li> <li>- QC checklist</li> </ul>	All text generation platforms	Activity: LLM testing, Workflow design, QC checklist Mini Project 2: Prompt Library & Workflow System
Module 3: Professional Bengali Content Authority	Session 6: Bengali Business Content Creation	2.5	6/6/2026	7:00 PM-9:30 PM	Bengali business communication, Social media posts, Email marketing, Blogs & SEO	<ul style="list-style-type: none"> <li>- Produce professional Bengali business content across formats</li> <li>- Adapt tone and style for diverse audiences</li> <li>- Construct content calendars</li> </ul>	<ul style="list-style-type: none"> <li>- Business comms portfolio</li> <li>- Social media plan</li> <li>- Blog drafts with SEO integration</li> </ul>	ChatGPT Free, Gemini Free, Specialized content tools	Activity: Create comms, social content, and blogs
Module 3: Professional Bengali Content Authority	Session 7: Cultural Content & Festival Marketing	2.5	6/7/2026	7:00 PM-9:30 PM	Festival campaign creation, Traditional-modern balance, Regional strategies	<ul style="list-style-type: none"> <li>- Develop cultural and festival marketing campaigns</li> <li>- Ensure balance between traditional and modern tones</li> <li>- Customize strategies for regional audiences</li> </ul>	<ul style="list-style-type: none"> <li>- Festival content calendar</li> <li>- Campaign portfolio</li> </ul>	All text platforms, Cultural research tools	Activity: Durga Puja campaign, Year-round festival content calendar
Module 3: Professional	Session 8: Content Strategy & Performance Optimization	2.5	6/13/2026	7:00 PM-9:30 PM	Content strategy frameworks, Analytics setup, A/B testing, Optimization	<ul style="list-style-type: none"> <li>- Construct comprehensive content strategies</li> <li>- Implement content</li> </ul>	<ul style="list-style-type: none"> <li>- Strategy framework portfolio</li> <li>- Performance</li> </ul>	Analytics tools, Optimization platforms	Activity: Strategy design, Analytics setup

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Bengali Content Authority						measurement systems - Optimize engagement via A/B testing	measurement setup - A/B testing reports		Mini Project 3: Business Content Strategy Portfolio
Module 4: Image, Video & Audio Content Creation	Session 9: AI Image Creation for Bengali Businesses	2.5	6/14/2026	7:00 PM-9:30 PM	Image prompts, Traditional motifs, Visual branding, Sensitivity	- Generate AI images for Bengali businesses - Integrate cultural motifs with modern designs - Ensure visual brand consistency	- Visual content portfolio - Cultural image templates	DALL-E, Midjourney, Canva AI, Google ImageFX	Activity: Image generation & branding workshop
Module 4: Image, Video & Audio Content Creation	Session 10: Video Content Creation Basics	2.5	6/20/2026	7:00 PM-9:30 PM	Video fundamentals, Text-to-video, Editing, Cultural considerations	- Produce video content for Bengali businesses - Apply text-to-video techniques - Implement basic editing workflows	- Video portfolio - Edited business video	Sora, InVideo, Runway, Loom	Activity: Generate video content, Editing practice
Module 4: Image, Video & Audio Content Creation	Session 11: Advanced Video & AI Avatars	2.5	6/21/2026	7:00 PM-9:30 PM	AI avatar creation, Advanced video campaigns, Brand consistency	- Design AI avatars for Bengali brands - Build advanced video campaigns - Establish professional workflows	- Avatar library - Campaign video portfolio	HeyGen, Synthesia, Advanced video tools	Activity: AI avatar customization, Campaign creation
Module 4: Image, Video & Audio Content Creation	Session 12: Audio Content & Voice Generation	2.5	06/27/2026	7:00 PM-9:30 PM	Voiceovers, Audio strategies, Podcast marketing, Ethics	- Generate professional Bengali voiceovers - Create audio strategies for businesses - Evaluate ethical applications of voice cloning	- Audio content package - Podcast samples	ElevenLabs, Murf, Descript, Narakeet	Activity: Voice generation, Audio campaign Mini Project 4: Multi-Format Content Campaign
Module 5: Personal AI Assistant Developer	Session 13: Custom GPTs for Bengali Business Applications	2.5	06/28/2026	7:00 PM-9:30 PM	Custom GPT design, Business assistants, Knowledge base integration	- Build specialized Custom GPTs - Develop AI assistants for businesses - Integrate Bengali knowledge bases	- Custom GPT prototype - Assistant testing results	ChatGPT Plus, Custom GPT Builder	Activity: Build a Custom GPT Assistant
Module 5: Personal AI Assistant Developer	Session 14: Google Gems & Microsoft Copilot Integration	2.5	07/04/2026	7:00 PM-9:30 PM	Google Gems, Copilot, Cross-platform integration, Workflow automation	- Master Gems for Bengali use cases - Integrate Copilot for productivity - Automate workflows across tools	- Integrated assistant ecosystem - Automated workflow	Google Gems, Microsoft Copilot, Integration platforms	Activity: Gems setup, Copilot integration Mini Project 5: AI Assistant Ecosystem
Module 6: No-Code Automation Specialist	Session 15: Google Gems & AI Studio Build Basics	2.5	07/05/2026	7:00 PM-9:30 PM	Google Gems revision, Google AI Studio Build function fundamentals, App-building mindset for Bengali businesses, Free-tier capabilities	- Master Google Gems for Bengali business automation - Understand Google AI Studio Build function architecture - Create simple automated apps using free tools	- Functional Google Gem prototypes - Basic AI Studio Build app - App-building workflow blueprint	Google AI Studio (Gemini), Google Gems	Activity: Build Bengali Content Service Application

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Module 6: No-Code Automation Specialist	Session 16: Google Build Apps & Lovable Frontend	2.5	7/11/2026	7:00 PM-9:30 PM	Google AI Studio Build use cases, Multi-domain app development, Frontend creation with Lovable, Bengali interface design	<ul style="list-style-type: none"> <li>- Build functional Google Build apps for different use cases</li> <li>- Design user-friendly Bengali interfaces with Lovable</li> <li>- Connect backend (AI Studio) with frontend (Lovable)</li> </ul>	<ul style="list-style-type: none"> <li>- 3-5 working Google Build apps</li> <li>- Lovable frontend prototypes</li> <li>- Integrated app demos</li> </ul>	Google AI Studio Build, Lovable	Activity: Basic workflow creation & testing
Module 6: No-Code Automation Specialist	Session 17: GenAI Product Design for Content Studio	2.5	7/12/2026	7:00 PM-9:30 PM	Product design thinking for GenAI, Problem statement definition, Target group profiling, Need analysis for AI Content Studio, Bengali market requirements	<ul style="list-style-type: none"> <li>- Apply product design frameworks to GenAI solutions</li> <li>- Define clear problem statements for AI Content Studios</li> <li>- Conduct target group and need analysis for Bengali businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Product design blueprint for Content Studio</li> <li>- Target group profile document</li> <li>- Need analysis report</li> </ul>	Product design templates, Research tools	Activity: Advanced workflow automation Mini Project 6: Automated Content Production System
Module 7: Content Studio Business Development	Session 18: Domain-Specific Studio Apps	2.5	7/18/2026	7:00 PM-9:30 PM	Domain analysis (Education, Marketing, Manufacturing, Agriculture), Building specialized Google Build apps, Integration strategies, Scalability planning	<ul style="list-style-type: none"> <li>- Identify domain-specific needs for Content Studio clients</li> <li>- Build tailored Google Build apps for multiple industries</li> <li>- Design scalable automation systems</li> </ul>	<ul style="list-style-type: none"> <li>- 4-5 domain-specific Google Build apps</li> <li>- Integration workflow documentation</li> <li>- Scalability roadmap</li> </ul>	Google AI Studio Build, Domain research tools	Activity: Studio business model & service design
Module 7: Content Studio Business Development	Session 19: Revision - Prompting & Media Creation	2.5	7/19/2026	7:00 PM-9:30 PM	4-Pillar prompting revision, Image generation best practices review, Audio/video workflow consolidation, Quality control checklist	<ul style="list-style-type: none"> <li>- Demonstrate mastery of core prompting techniques</li> <li>- Execute end-to-end image/audio/video workflows confidently</li> <li>- Apply quality control systems consistently</li> </ul>	<ul style="list-style-type: none"> <li>- Revised prompt library</li> <li>- Multi-format content portfolio</li> <li>- QC checklist validation</li> </ul>	All image, audio, video tools covered (DALL-E, Canva AI, ElevenLabs, Murf, InVideo, HeyGen)	Activity: CRM & Client Communication System
Module 7: Content Studio Business Development	Session 20: Content Studio Build & Launch (with Ethics Integration)	2.5	7/25/2026	7:00 PM-9:30 PM	Studio launch workflows, Client onboarding, Ethics & responsible AI	<ul style="list-style-type: none"> <li>- Build and launch studio operations</li> <li>- Implement onboarding systems</li> <li>- Apply ethical AI practices</li> </ul>	<ul style="list-style-type: none"> <li>- Operational studio setup</li> <li>- Ethics framework implemented</li> </ul>	All integrated tools, Launch platforms	Activity: Studio launch, Client onboarding Ethics integration exercise
Module 7: Content Studio Business Development	Session 21: Portfolio Development & Business Presentation	2.5	7/26/2026	7:00 PM-9:30 PM	Portfolio development, Client testimonials, Growth planning	<ul style="list-style-type: none"> <li>- Create professional portfolio presentations</li> <li>- Showcase case studies and testimonials</li> <li>- Plan long-term business growth</li> </ul>	<ul style="list-style-type: none"> <li>- Portfolio showcase</li> <li>- Business growth strategy</li> </ul>	Presentation tools, Portfolio platforms	Activity: Portfolio development, Business presentation Mini Project 7: Live Studio Launch Final Project: Comprehensive Business Portfolio
Module 8: Career Transformation & Client Readiness	Session 22: LinkedIn Optimization & AI-Powered Resume Building	2.5	8/1/2026	7:00 PM-9:30 PM	LinkedIn profile improvement, Resume writing with AI, Personal branding, Job search strategies	Learn to create winning LinkedIn profiles using AI tools, Write resumes that get job interviews, Build your personal brand, Apply for better jobs with confidence	Updated LinkedIn profile that attracts employers, Professional resume highlighting your AI skills, Personal branding plan to showcase your expertise	ChatGPT, LinkedIn, Canva	Improve your LinkedIn profile, Rewrite resume with AI projects, Create content plan for professional posts

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Module 8: Career Transformation & Client Readiness	Session 23: Project Demo: Business Transformation Planning	2.5	8/2/2026	7:00 PM-9:30 PM	Real business problem solving, Client meeting practice, Project planning for Bengali businesses, Revenue planning with AI	Work on real business challenges using course skills, Practice talking to business clients, Plan AI projects that make money, Calculate return on investment for AI solutions	Complete business improvement plan, Professional presentation for clients, Timeline showing project steps and expected profits	All course tools integrated, Business planning templates	Analyze a Bengali business using course methods, Create business improvement proposal, Prepare client presentation
Module 8: Career Transformation & Client Readiness	Session 24: Project Demo: Client Delivery & Portfolio	2.5	8/8/2026	7:00 PM-9:30 PM	Building working demos, Client presentation practice, Portfolio creation for job applications	Create working examples of AI solutions, Present to business clients professionally, Build portfolio to show employers and clients	Working demo of AI business solution, Successful client presentation, Complete portfolio showcasing your AI expertise	All integrated course tools, Presentation platforms	Complete portfolio with case study, Record client presentation, Create business development plan; Final Project: Professional AI Portfolio