

AI Career & Content Mastery — Revamped Curriculum | 25 hrs Self-Paced + 5 hrs Live Sessions | Total: 30 hrs

Module	Session / Activity	Type	Hrs	Date	Timings	Topics	Learning Objectives	Learning Outcomes	Tools	Assignments
	Orientation Live Session — Day 1: GenAI Foundations & Course Kickoff	Live Session	1	4/25/2026	7:30 PM - 8:30 PM	What is Generative AI; How LLMs work (non-technical); AI landscape overview; Course roadmap & expectations; Tools setup walkthrough; Q&A	Understand what GenAI is and how it works; Get familiar with the course structure and tools; Set up accounts for all required platforms; Meet peers and instructors	Platform accounts set up; Course roadmap understood; Peer community joined	ChatGPT Free, Gemini Free, Claude Free, Zoom / Google Meet	Pre-work: Sign up for ChatGPT, Gemini, Claude; Read course guide
Module 1: AI Career Revolution for Professionals										
1	Session 1: Digital Revolution & GenAI Career Transformation	Self-Paced	1.25	5/1/2026		GenAI success stories, Digital transformation case studies, Opportunity mapping, Indian Cultural integration	Identify 10+ GenAI applications; Analyze transformation opportunities in Indian markets; Conduct market opportunity audit	AI opportunity map for Indian market; Revenue projections draft; Tool setup for Hindi content	ChatGPT Free, Google AI Studio (Gemini), Perplexity Free	Activity: Market research, AI opportunity map, Tool setup & Hindi language optimization
2	Session 2: AI Types & Ecosystem for Professionals	Self-Paced	1.25	5/1/2026		AI fundamentals with Indian cultural examples, Tool ecosystem overview, Implementation pathways (intro)	Understand major AI types; Navigate the AI tool ecosystem; Outline initial implementation pathways	AI type decision matrix; Curated list of tools for Hindi content; Initial implementation roadmap	ChatGPT Free, Gemini Free, Claude Free, Canva Free	Activity: AI type comparison, Tool ecosystem exploration
3	Session 3: AI Implementation Strategy for Businesses	Self-Paced	1.25	5/1/2026		Implementation pathways, Strategic planning for AI adoption in Indian businesses, Market-specific considerations	Design strategic AI implementation roadmap; Integrate cultural considerations; Plan adoption timeline	Comprehensive implementation plan; Strategic roadmap; Cultural adaptation checklist	ChatGPT Free, Gemini Free, Claude Free, Canva Free	Activity: Implementation plan design; Mini Project 1: Market analysis & Business plan draft
Module 2: Prompt Engineering, Advanced Prompting & LLMs										
4	Session 4: Prompt Engineering Fundamentals & Language Optimization	Self-Paced	1.5	5/1/2026		7-Pillar prompting framework, Hindi language optimization, Cultural integration, Dialect considerations	Apply the 7-pillar prompting framework; Optimize prompts for Hindi nuances; Create reusable cultural templates	Portfolio of optimized Hindi prompts; Template library; Dialect & cultural integration guide	ChatGPT Free, Gemini Free, Claude Free	Activity: Prompt engineering practice & Hindi content creation

5		Session 5: Advanced Prompting & Cultural Context	<i>Self-Paced</i>	1.5	5/8/2026		Festival campaign creation (Diwali, Holi, Navratri), Traditional-modern balance, Regional strategies	Apply advanced prompting for business contexts; Demonstrate cultural sensitivity; Build domain-specific prompt libraries	Repository of advanced prompts; Festival content portfolio; Regional strategy guidelines	ChatGPT Plus trial, Gemini Advanced trial, Claude Pro trial	Activity: Advanced prompting workshop, Business communication templates
6		Session 6: LLM Mastery & Content Workflows	<i>Self-Paced</i>	1.5	5/8/2026		Workflow design, Multi-step content workflows, Quality control systems	Design multi-step content workflows for Hindi content; Establish QC systems; Coordinate tools within workflows	Workflow system draft; Quality control checklist; Integrated workflow plan	All text generation platforms	Activity: Workflow design & QC checklist; Mini Project 2: Prompt library & Workflow system
		Live Doubt Discussion — Block 1 (After Modules 1 & 2)	Live Session	1	5/9/2026	7:30 PM - 8:30 PM	Q&A on AI career strategy, prompt engineering, tool ecosystem; Review of Mini Projects 1 & 2	Clarify conceptual doubts; Peer review of implementation plans & prompt libraries; Instructor feedback	Revised implementation plan; Improved prompt library with instructor feedback	Zoom / Google Meet, Collaborative whiteboard	Pre-session: Submit Mini Projects 1 & 2 for review
Module 3: Professional Content Authority											
7		Session 7: Indian Business Communication & Social Media	<i>Self-Paced</i>	1.25	5/8/2026		Indian business communication styles, Social media posts for Indian audiences	Produce professional English/Hindi business communication; Create culturally appropriate social media posts; Adapt tone for diverse audiences	Business communication portfolio; Social media plan; Audience engagement checklist	ChatGPT Free, Gemini Free, Specialized content tools	Activity: Create communications and social content
8		Session 8: Email Marketing, Blogging & SEO	<i>Self-Paced</i>	1.25	5/8/2026		Email marketing campaigns, Blog writing, SEO optimization for English/Hindi keywords	Craft effective email marketing campaigns; Write SEO-optimized blog posts; Integrate SEO strategies into Hindi content	Email campaign drafts; Blog drafts with SEO integration; SEO optimization checklist	ChatGPT Free, Gemini Free, Specialized content tools	Activity: Email marketing and blog creation tasks
9		Session 9: Content Strategy & Performance Optimization	<i>Self-Paced</i>	1.25	5/15/2026		Content strategy frameworks, Analytics setup, A/B testing, Performance optimization	Construct comprehensive content strategies; Implement content measurement systems; Optimize engagement via A/B testing	Strategy framework portfolio; Performance measurement setup; A/B testing reports	Analytics tools, Optimization platforms	Activity: Strategy design, Analytics setup; Mini Project 3: Business content strategy portfolio
Module 4: Image, Video & Audio Content Creation											

10		Session 10: AI Image Creation for Businesses	<i>Self-Paced</i>	1.25	5/15/2026		Image prompts, AI avatar creation, Traditional motifs, Visual branding, Cultural sensitivity	Generate AI images for businesses; Integrate cultural motifs with modern designs; Ensure visual brand consistency	Visual content portfolio; Image templates; Brand identity guidelines	DALL-E, Midjourney, Canva AI, Google ImageFX	Activity: Image generation & branding workshop
11		Session 11: Video Content Creation Basics	<i>Self-Paced</i>	1.25	5/15/2026		Video fundamentals, Advanced video campaigns, Text-to-video, Editing workflows	Produce video content for businesses; Apply text-to-video techniques; Implement basic editing workflows	Video portfolio; Edited business video; Cultural considerations checklist	Sora, InVideo, Runway, Loom	Activity: Generate video content, Editing practice
12		Session 12: Audio Content & Voice Generation	<i>Self-Paced</i>	1.25	5/15/2026		Professional voiceovers, Audio strategies, Podcast marketing, Ethical voice cloning	Generate professional Hindi voiceovers; Create audio strategies for businesses; Evaluate ethical applications of voice cloning	Audio content package; Podcast samples; Ethical guidelines for voice generation	ElevenLabs, Murf, Descript, Narakeet	Activity: Voice generation, Audio campaign; Mini Project 4: Multi-Format Content Campaign
		Live Doubt Discussion — Block 2 (After Modules 3 & 4)	Live Session	1	5/16/2026	7:30 PM - 8:30 PM	Q&A on content creation, SEO, image/video/audio; Review of Mini Projects 3 & 4	Clarify content strategy doubts; Peer critique of content portfolios; Instructor feedback on media projects	Improved content strategy; Polished media portfolio with instructor feedback	Zoom / Google Meet, Portfolio review tools	Pre-session: Submit Mini Projects 3 & 4 for review
Module 5: Personal AI Assistant Developer											
13		Session 13: Custom GPTs for Business Applications	<i>Self-Paced</i>	1.5	5/22/2026		Custom GPT design, Business AI assistants, Knowledge base integration	Build specialized custom GPTs; Develop AI assistants for businesses; Integrate Hindi knowledge bases	Custom GPT prototype; Assistant testing results; Integrated knowledge base	ChatGPT Plus, Custom GPT Builder	Activity: Build a custom GPT assistant
14		Session 14: Google Gems & Microsoft Copilot Integration	<i>Self-Paced</i>	1.25	5/22/2026		Google Gems, Microsoft Copilot, Cross-platform integration, Workflow automation	Master Gems for Hindi use cases; Integrate Copilot for productivity; Automate workflows across tools	Integrated assistant ecosystem; Automated workflow; Cross-platform integration guide	Google Gems, Microsoft Copilot, Integration platforms	Activity: Gems setup, Copilot integration; Mini Project 5: AI assistant ecosystem
Module 6: No-Code Automation Specialist											
15		Session 15: No-Code App Development for Services	<i>Self-Paced</i>	1.25	5/22/2026		No-code app fundamentals, Interface design, Client portals for Hindi users	Build functional no-code applications; Create client-facing tools; Optimize UX for Hindi users	Hindi service application; Client interface demo; User experience checklist	Lovable, Design tools	Activity: Build Hindi content service application

16		Session 16: Make Platform & Automation Workflows	<i>Self-Paced</i>	1.5	5/22/2026		Make platform setup, Basic → Advanced workflows, Multi-tool integration, Automation strategies, QC protocols	Master the Make platform; Create simple & advanced automated workflows; Integrate multiple AI tools; Establish QC protocols	Drafted workflows; Integration test results; End-to-end automated workflows; QC protocols	Make platform, Advanced integration tools	Activity: Basic workflow creation & testing; Advanced workflow automation; Mini Project 6: Automated content production system
		Live Doubt Discussion — Block 3 (After Modules 5 & 6)	Live Session	1	5/23/2026	7:30 PM - 8:30 PM	Q&A on custom GPTs, Copilot, no-code apps, Make automation; Review of Mini Projects 5 & 6	Clarify automation & assistant doubts; Troubleshoot workflow issues; Instructor feedback on no-code builds	Debugged automation workflows; Improved GPT and no-code prototypes	Zoom / Google Meet, Screen sharing tools	Pre-session: Submit Mini Projects 5 & 6 for review
Module 7: Content Studio Business Development											
17		Session 17: Content Studio Setup & Service Design	<i>Self-Paced</i>	1.25	5/29/2026		Business model design, Service offerings, Pricing strategy, QA systems	Launch a content studio business; Design service offerings and pricing models; Develop QA and delivery systems	Service packages; QA system checklist; Pricing strategy	All integrated tools, Business planning tools	Activity: Studio business model & service design
18		Session 18: Content Studio Build & Launch	<i>Self-Paced</i>	1.25	5/29/2026		Studio launch workflows, Client onboarding, Scaling operations for Indian market	Build and launch studio operations; Implement client onboarding systems; Scale processes for the Indian market	Operational studio setup; Client onboarding checklist; Scaling plan	All integrated tools, Launch platforms	Activity: Studio launch & Client onboarding
Module 8: Career + Freelancing Transformation & Client Readiness											
19		Session 19: LinkedIn Optimization & AI-Powered Resume Building	<i>Self-Paced</i>	1.25	5/29/2026		LinkedIn profile optimization, AI-powered resume building, Personal branding for Hindi professionals	Optimize LinkedIn profiles for professional visibility; Build AI-powered resumes; Enhance personal branding	Optimized LinkedIn profile; AI-generated resume; Personal branding plan	LinkedIn, Resume AI builders, Personal branding tools	Activity: LinkedIn optimization and resume building
		Live Doubt Discussion — Block 4 (After Modules 7 & 8) + Final Review	Live Session	1	5/30/2026	7:30 PM - 8:30 PM	Q&A on content studio, freelancing, career readiness; Final portfolio reviews; Course wrap-up & next steps	Clarify business setup doubts; Peer review of final portfolios; Career roadmap discussion	Finalized portfolio; Refined freelancing plan; Peer connections and mentorship network	Zoom / Google Meet, Portfolio platforms	Pre-session: Submit Final Portfolio; Prepare 2-min career pitch
TOTAL SELF-PACED HOURS				25							
TOTAL LIVE SESSION HOURS				5							
GRAND TOTAL				30							