Growing Your Small Business With AI: Practical Insights and Tools (Digital Skills Academy)

This course is designed for small business owners interested in exploring how AI can be applied to enhance various aspects of their business operations.

The session will focus on tangible benefits and realistic applications of AI that can lead to growth and improved efficiency.

WHAT WILL I STUDY?

Key Topics:

- Introduction to AI and its potential impact on small businesses
- Exploring AI tools that can streamline operations, from automated accounting software to customer relationship management systems
- Leveraging AI for marketing: understanding customer preferences, personalising marketing messages, and optimising digital ad spending
- Practical case studies showcasing small businesses that have successfully integrated AI

WHAT WILL I NEED?

You will need to be eligible to study in the UK. Upon enrolment, you will be asked to upload residency and income documents for college funding purposes.

WHAT CAN I DO AFTER?

You may progress on to further studies.

Start Date: 12 July 2024
Day: Friday
Time: 16:00 - 19:00
Duration: 1 day
Venue: Online

Ofsted Good Provider

Capital City College Group