



INSTRUCTIONAL GUIDE – MODULE 2, UNIT 2.1

Unit Title: Where Can AI Help My Business?

Delivery Mode: Fully online (can also be adapted for blended)

Duration: 90 minutes

Instructor Profile: Business-savvy adult educator with a functional knowledge of AI use cases in SMEs

STRUCTURE AND DELIVERY

1. Welcome & Warm-Up (10 minutes)

- Open with a question: “What part of your business feels repetitive or time-consuming?”
- Present learning goals: to explore where and how AI can support SME operations.

2. Presentation: AI in Four Functions (20 minutes)

- Use slide deck with real tool examples in marketing, sales, logistics, and customer service
- Include short demo videos (if online) or screenshots (if in-person)

3. Guided Exercise: Tool-Match (15 minutes)

- Learners receive 4 scenarios and 6 AI tools (names/logos and brief descriptions)
- Match tools to the scenarios in small groups or breakout rooms

4. Case Studies Discussion (15 minutes)

- Review 2 SME case studies where AI has improved efficiency
- Ask: What are the measurable benefits?

5. Quiz & Group Debrief (15 minutes)

- Deliver quiz (paper-based or digital form)
- Review answers, invite discussion

6. Wrap-Up & Preview (10 minutes)

- Recap key applications
- Briefly introduce the idea of data as fuel for AI (leading into Module 3)
- Optional task: Reflect on one business function where they could test an AI tool





FACILITATION TIPS

- Use relatable examples (e.g., food delivery, local shops)
- Provide visual prompts: logos of common AI tools are more effective than technical names
- Remind learners that no coding is required for any of the tools discussed
- Encourage participants to share success stories or concerns

SUPPORTING RESOURCES – MODULE 2, UNIT 2.1

A. Slide Deck

- “AI in Business Functions” overview
- One slide each for: Marketing, Sales, Logistics, Customer Service
- Key statistics (e.g., time saved, increase in conversions)

B. Tool Sheet

- Printable or digital handout with 6 common SME-friendly AI tools: ChatGPT, Canva AI, Mailchimp, Salesforce, Zoho CRM, Shopify Magic

C. Case Studies

- One-page summaries of two micro-enterprises using AI (e.g., e-commerce shop, family-owned service provider)

D. Matching Game

- Printable cards or digital drag-and-drop exercise: “Tool > Use Case > Business Function”

E. Quiz Template

- Editable form with 4 questions and answer key

F. Optional Extension

- Downloadable “AI Application Brainstorm Canvas”: one-page template for identifying problem → selecting AI solution → defining success indicator