

# MODULE 2 - AI APPLICATIONS IN BUSINESS OPERATIONS

## UNIT 2.1 - Where Can AI Help My Business?

<p><b>LESSON INTRO</b></p>	<p><b>What are we doing today?</b> Today we are exploring how AI is already being used in real SME operations: in marketing, sales, logistics, and customer service; and how it might benefit your business.</p> <p><b>What soft skill am I going to acquire today?</b> Problem-solving; Innovation mindset; Strategic planning; Operational awareness</p>
<p><b>PREVIOUS ASSIGNMENT(s) CHECK</b></p>	<p>Check if learners identified an AI tool they were curious about (optional homework from Module 1). Invite brief sharing.</p>
<p><b>INTRODUCTION TO THE TOPIC</b></p>	<p>AI is now a tool that thousands of small businesses use every day. From personalized marketing to chatbots, AI can automate time-consuming tasks, improve accuracy, and free up business owners to focus on strategy. This lesson walks participants through the key operational areas where AI tools are most effective in SMEs.</p>
<p><b>GENERAL THEORY</b></p>	<p>AI supports four main business functions:</p> <ol style="list-style-type: none"> <li><b>Marketing:</b> Content generation, email automation, segmentation, customer targeting (e.g., Canva AI, Mailchimp Predictive Segmentation)</li> <li><b>Sales:</b> CRM enhancements, lead scoring, personalized recommendations (e.g., Salesforce Einstein)</li> </ol>

	<p>3. <b>Logistics:</b> Inventory management, route optimization, demand forecasting (e.g., AI-powered ERP tools)</p> <p>4. <b>Customer Service:</b> Chatbots, automated replies, support ticket classification (e.g., Zendesk AI)</p> <p>Participants will explore how each of these can reduce costs, improve accuracy, and support business growth.</p>
<p><b>EXAMPLES</b></p>	<ul style="list-style-type: none"> <li>• A florist uses ChatGPT to automate customer responses on social media.</li> <li>• A bakery chain uses AI-powered CRM to upsell seasonal products.</li> <li>• A local clothing shop predicts stock shortages with inventory AI.</li> <li>• A hardware retailer sends personalized discount emails based on AI-analyzed buying behavior.</li> </ul>
<p><b>HANDS ON EXPERIENCE</b></p>	<p><b>AI in Operations Quiz</b></p> <ol style="list-style-type: none"> <li>1. Which area is AI most commonly used for customer queries?             <ol style="list-style-type: none"> <li>a. Finance</li> <li>b. Customer service</li> <li>c. Recruitment</li> <li>d. Legal compliance</li> </ol> </li>   <li>2. AI in marketing can help SMEs by:             <ol style="list-style-type: none"> <li>a. Reducing salaries</li> <li>b. Writing emails and personalizing campaigns</li> <li>c. Filing tax returns</li> <li>d. Replacing customer service staff</li> </ol> </li> </ol>

	<p>3. AI helps in logistics by:</p> <ol style="list-style-type: none"> <li>a. Tracking deliveries and optimizing routes</li> <li>b. Cooking faster meals</li> <li>c. Hiring new drivers</li> <li>d. Replacing packaging</li> </ol> <p>4. What is the key value of AI in business operations?</p> <ol style="list-style-type: none"> <li>a. Creating new job titles</li> <li>b. Eliminating all human jobs</li> <li>c. Automating repetitive tasks</li> <li>d. Outsourcing decision-making</li> </ol> <p><b>Answers:</b></p> <ol style="list-style-type: none"> <li>1. b</li> <li>2. b</li> <li>3. a</li> <li>4. c</li> </ol>
<b>DISCUSSION</b>	<p>Which of the examples discussed today feels most relevant to your business? Can you see any risks or hesitations in applying it?</p>
<b>FEEDBACK AND OTHERS</b>	<p>Allow learners to share a real problem from their business—then invite the group to brainstorm how AI might help. Encourage open questions and scenario-based suggestions.</p>