

Business AI, Automation & Digital Transformation

Use AI, agents and no-code automation to redesign business processes, improve decisions and deliver measurable digital transformation.



8 weeks

DURATION

72 hours

GUIDED LEARNING

2 projects

PORTFOLIO



ABOUT THE ACADEMY

Practical learning. Work you can demonstrate.

Brightnest AI Academy brings live instruction, guided practice and career preparation together for individuals and teams.

23

FOCUSED COURSES

6

FLAGSHIP PROGRAMMES

Noida

ACADEMY LOCATION

Our approach

1

Learn

Understand concepts through live instruction and current examples.

2

Build

Apply learning through labs, assignments and guided projects.

3

Explain

Document decisions, results, trade-offs and limitations.

4

Prepare

Connect completed work with CVs, interviews and workplace conversations.

PEOPLE BEHIND THE ACADEMY

Meet Ranjeet Kumar



ACADEMY ADVISER

Ranjeet Kumar

Innovation & Growth Leader

15+ years

Experience in data, artificial intelligence and machine learning leadership.

Areas of expertise

- Data science and machine learning solution leadership
- AI product strategy and scalable data platforms
- Technology team leadership and mentorship
- Practical AI and data adoption for business transformation

Education

Master of Information Systems, Anna University, Chennai
Bachelor of Computer Science Engineering



COURSE OVERVIEW

Build your next set of skills

Apply AI to business analysis, digital product strategy, no-code workflow automation, decision making and enterprise process transformation. Progress from Business AI Foundations and Opportunity Discovery to AI Governance, ROI and Business Transformation Capstone through guided labs, assessed projects, and portfolio evidence.

Who this is for

Business analysts, operations, product, HR, finance, sales and transformation professionals.

Before you begin

No coding experience is required. This course is designed for business, operations, product, and transformation professionals.

Business AI creates value only when teams identify suitable opportunities, redesign workflows, manage risk, support adoption, and measure operational outcomes.



LEARNING OUTCOMES

What you will be able to do

01

Identify and score AI opportunities across a real business process using value, feasibility and risk.

02

Build a reusable prompt playbook for one business function with quality criteria.

03

Map an inefficient process and define an AI-enabled future-state workflow with requirements.

04

Automate a multi-step business workflow with approval, logging and exception handling.

05

Build a business agent that answers from approved knowledge and performs a controlled action.

06

Create a 90-day AI product/transformation roadmap with adoption plan and success metrics.

07

Redesign a business process end to end using AI, automation and analytics, and present quantified business case plus governance plan.



CURRICULUM

Course curriculum

8 modules · 8 weeks · 72 hours of guided learning

01 Business AI Foundations and Opportunity Discovery

5 hours

TOPICS

Generative AI concepts · Business use cases · Task decomposition · Augmentation versus automation · Value/risk matrix · Process pain points · AI readiness

PRACTICAL WORK

Identify and score AI opportunities across a real business process using value, feasibility and risk.

Tools: ChatGPT/Copilot-class tools, Process mapping tools

Assessment: Opportunity case

Portfolio evidence: AI opportunity portfolio

02 Prompting and AI Productivity for Professionals

7 hours

TOPICS

Prompt structure · Context · Examples · Structured outputs · Reusable prompt systems · Research · Summarization · Drafting · Analysis · Verification habits

PRACTICAL WORK

Build a reusable prompt playbook for one business function with quality criteria.

Tools: Generative AI assistants

Assessment: Prompt portfolio review

Portfolio evidence: Function-specific AI prompt library



CURRICULUM

Course curriculum

8 modules · 8 weeks · 72 hours of guided learning

03 Business Analysis and Process Design

8 hours

TOPICS

Stakeholders · Requirements · Current/future state · Process maps · Root cause · User stories · Acceptance criteria · KPI design · Prioritization

PRACTICAL WORK

Map an inefficient process and define an AI-enabled future-state workflow with requirements.

Tools: Miro/Lucidchart concepts, Documentation tools

Assessment: Process design review

Portfolio evidence: AI-enabled process blueprint

04 No-Code Workflow Automation

10 hours

TOPICS

Triggers/actions · Connectors · Approvals · Forms · Data stores · Error handling · Notifications · Human-in-the-loop · Governance · Automation ROI

PRACTICAL WORK

Automate a multi-step business workflow with approval, logging and exception handling.

Tools: Power Automate/Make/Zapier-class tools

Assessment: Automation practical

Portfolio evidence: Working no-code automation



CURRICULUM

Course curriculum

8 modules · 8 weeks · 72 hours of guided learning

05 AI Agents and Enterprise Workflow Orchestration

10 hours

TOPICS

Agent concepts · Knowledge sources · Instructions · Tools · Actions · Retrieval · Memory · Guardrails · Approvals · Multi-step task automation · Handoffs

PRACTICAL WORK

Build a business agent that answers from approved knowledge and performs a controlled action.

Tools: Copilot Studio/agent builder class tools

Assessment: Agent demo

Portfolio evidence: Business AI agent prototype

06 Data, Analytics and Decision Support

8 hours

TOPICS

Data literacy · KPI trees · Dashboards · Natural-language analysis · Spreadsheet AI · BI copilots · Scenario analysis · Decision logs · Data quality

PRACTICAL WORK

Create an AI-assisted management dashboard/decision pack from a business dataset.

Tools: Excel/Sheets, Power BI concepts, AI assistants

Assessment: Decision case

Portfolio evidence: AI-assisted business insights pack



CURRICULUM

Course curriculum

8 modules · 8 weeks · 72 hours of guided learning

07 Digital Product Strategy and AI Transformation

8 hours

TOPICS

Customer/problem discovery · Product value proposition · AI feature design · Buy/build/partner · Roadmap · Adoption · Change management · Operating model · Responsible rollout

PRACTICAL WORK

Create a 90-day AI product/transformation roadmap with adoption plan and success metrics.

Tools: Product templates, Roadmap tools

Assessment: Strategy presentation

Portfolio evidence: AI transformation roadmap

08 AI Governance, ROI and Business Transformation Capstone

16 hours

TOPICS

Responsible AI · Privacy · Security · Human oversight · Policy · Vendor evaluation · Cost/benefit · ROI · Adoption metrics · Control framework · Executive communication

PRACTICAL WORK

Redesign a business process end to end using AI, automation and analytics, and present quantified business case plus governance plan.

Tools: AI assistants, Automation platform, Analytics tools

Assessment: Capstone pitch

Portfolio evidence: Executive AI transformation business case

APPLIED PORTFOLIO

Projects you will build

Two portfolio projects supported by guided module work.

PORTFOLIO PROJECT 1

AI-Enabled Operations Transformation

Redesign an operations process using GenAI, no-code automation, agent actions and KPI tracking.

DELIVERABLES

Process map · Working automation · Agent prototype · ROI model · Governance plan

PORTFOLIO PROJECT 2

Department AI Copilot

Build a controlled knowledge and workflow assistant for HR, finance, sales or operations.

DELIVERABLES

Knowledge design · Prompts · Agent actions · Controls · Adoption plan

LEARNING EXPERIENCE

Learn, practise and present

- Live instructor-led sessions that connect concepts to real workplace decisions.
- Guided labs and workshops in every module.
- Assignments, checkpoints and practical feedback.
- Portfolio documentation, demonstrations and capstone review.
- Access to recordings and LMS resources according to the published batch policy.
- Career preparation based on completed work and target roles.

Tools you will work with

ChatGPT · Copilot-class tools · Process mapping tools · Generative AI assistants · Miro · Lucidchart concepts · Documentation tools · Power Automate · Make · Zapier-class tools · Copilot Studio · Agent builder class tools · Excel · Sheets · Power BI concepts · AI assistants

CAREER PREPARATION

Build confidence for interviews

A structured process to connect your learning with your next career step.

01**Role clarity**

Identify roles that fit your background, interests and current skills.

02**Profile readiness**

Review your CV, LinkedIn, GitHub and project summaries.

03**Project proof**

Prepare to demonstrate completed work and explain your decisions.

04**Interview practice**

Practise technical questions, project walkthroughs and interviews.

05**Opportunity updates**

Receive relevant job openings and employer requirements, subject to availability and learner readiness.

Career support helps you prepare. Employment outcomes depend on experience, project quality, interview readiness and market conditions.

LEARNER JOURNEYS

Companies where our learners have been hired

Across the Brightnest AI Academy learner community



Learner employment history across the academy; not a placement guarantee for this course. Names and logos identify employers; they do not imply endorsement or a hiring partnership.

BEFORE YOU ENROL

Your questions, answered

Is the Business AI & Automation course suitable for beginners?

This course progresses from foundation to intermediate level. No coding experience is required. This course is designed for business, operations, product, and transformation professionals.

What will I build during the course?

You will complete guided labs in every module and build two portfolio projects: AI-Enabled Operations Transformation and Department AI Copilot. Deliverables include working files or code, documentation, testing or evaluation evidence, and a final presentation.

Which tools and platforms are covered?

Key tools include ChatGPT, Copilot-class tools, process mapping tools, Generative AI assistants, Miro, Lucidchart concepts, documentation tools, and Power Automate. Additional platforms are introduced in relevant modules through practical tasks, and the toolset may evolve as industry practice changes.

How long does the course take?

The course includes approximately 72 guided learning hours across 8 modules, delivered over 8 weeks.

Which career paths can this course support?

The curriculum supports the development of skills relevant to roles such as Business AI Analyst, Automation Specialist, Digital Transformation Analyst and AI product or operations roles. Career outcomes depend on prior experience, project quality, interview readiness and market conditions; employment is not guaranteed.

BEFORE YOU ENROL

Your questions, continued

Will I receive mentor and career support?

The course includes live instruction, lab support, assignment feedback, project reviews and career preparation covering portfolio development, CV writing, LinkedIn profile improvement, and interview guidance.

FEES & ADMISSIONS

Plan your next step

COURSE FEE

INR 35,000 + GST

EMI and easy instalments available

Duration	8 weeks
Level	Foundation-Intermediate
Learning format	Live mentor-led learning
Batch starts	Expected Saturday / Sunday starts

Check the live Batches page for the next expected weekend. Confirm the exact date, class times and availability with admissions.

Book a free demo class >

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