

Smart learning plan (training)

Dear Miguel,

These recommendations are designed to support your preparation for module 3.

Learning objectives

Understand AI's role in legal compliance for the food and beverage industry: Learn how AI can assist in navigating Finnish regulations related to food safety, health standards, and business compliance.

Assess the validity and reliability of AI tools for business applications: Develop skills to evaluate different AI tools that can help in customer service, marketing, and operational efficiency for your café.

Utilize content creation tools to develop marketing materials for your fusion café: Gain hands-on experience in creating engaging content that reflects your unique business concept and appeals to your target audience.

Apply structured prompts to generate business insights and self-development: Learn how to use AI to gather insights about customer preferences and trends in the food and beverage industry, which can inform your business strategy.

Assignments

Legal Compliance Research: Use an AI tool (like ChatGPT) to research Finnish food safety regulations. Create a brief report summarizing key compliance requirements for starting a café. Include the prompts you used to gather this information.

AI Tool Evaluation: Identify two AI tools that can assist in customer service (e.g., chatbots) and marketing (e.g., social media content generators). Create a comparison chart detailing their features, pros, and cons. Document the process and prompts you used to gather this information.

Marketing Material Creation: Use a content creation tool (like Canva or an AI writing assistant) to design a promotional flyer for your fusion café. The flyer should highlight your unique offerings and target audience. Share the prompts and tools you used in the creation process.

Customer Insights Generation: Use an AI tool to analyze customer reviews or social media posts related to fusion cuisine. Summarize the insights you gather about customer preferences and trends. Explain the prompts you used to extract this information.

We hope these recommendations will help you prepare for module 3. If you have any questions, please contact your teachers.