

Smart learning plan (training)

Dear Ivan,

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

Learning objectives

Understand AI's role in compliance and legal issues for tech service firms: Explore how AI can help you navigate legal requirements and tax obligations specific to the IT industry in Estonia.

Assess the reliability of AI tools for IT service delivery: Learn to evaluate different AI tools that can enhance your service offerings, focusing on cybersecurity and cloud services.

Utilize content creation tools for marketing your tech services: Develop skills in creating engaging content that showcases your IT solutions to small businesses.

Apply structured prompts to generate business insights: Practice using structured prompts to extract valuable information that can inform your business strategies and customer engagement.

Assignments

Compliance AI Research: Research and summarize how AI tools can assist in compliance with legal and tax issues for tech service firms. Use a generative AI tool to create a brief report outlining key findings and the prompts you used to gather this information.

AI Tool Evaluation: Select two AI tools relevant to your business (e.g., for cybersecurity or cloud services). Compare their features, reliability, and potential impact on your service delivery. Document your findings in a presentation format, using AI to help design the slides and generate content.

Content Creation for Marketing: Use a generative AI tool to create a marketing flyer or social media post that promotes your future tech service firm. Focus on how your services can solve common problems for small businesses. Share the prompts you used and the rationale behind your content choices.

Structured Prompting Exercise: Create a set of structured prompts that you can use to gather insights about your target customers' needs and preferences. Use an AI tool to generate responses based on these prompts and analyze the results to inform your business planning.

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