

Smart learning plan (training)

Dear Anil,

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

Learning objectives

Understand AI's role in compliance and legal issues: Learn how AI can assist in navigating the legal landscape of starting a food delivery or retail business in Finland, particularly focusing on regulations that affect immigrant entrepreneurs.

Assess the validity and reliability of AI tools: Develop the ability to evaluate different AI tools that can be used for business tasks, ensuring they meet the specific needs of your target market.

Utilize content creation tools for business tasks: Gain hands-on experience in using AI tools to create marketing materials and business documents that resonate with the immigrant community in Finland.

Apply structured prompts for business impact: Learn to create effective prompts that can generate valuable insights and content for your business, enhancing your decision-making process.

Assignments

Compliance and Legal AI Research:

- **Task:** Use an AI tool (like ChatGPT) to research the legal requirements for starting a food delivery business in Finland. Create a summary of the key regulations you need to consider.
- **Process:** Document the prompts you used to gather information and explain how AI helped you understand the legal landscape.

AI Tool Evaluation:

- **Task:** Identify and compare at least three AI tools that can assist in market analysis for your business. Create a simple evaluation chart based on features, usability, and relevance to your target market.
- **Process:** Share the prompts you used to gather information about each tool and your criteria for evaluation.

Marketing Material Creation:

- **Task:** Use an AI content creation tool to design a flyer or social media post promoting your food delivery service. Focus on appealing to the immigrant community in Finland.
- **Process:** Explain the prompts you used to generate content and how you tailored the message to your audience.

Structured Prompt Development:

- **Task:** Create a set of structured prompts that you can use with an AI tool to generate customer insights or marketing strategies for your business.
- **Process:** Document the reasoning behind each prompt and how you expect the AI to assist you in making informed business decisions.

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