RetenaAI

AI STRATEGY AND CONSULTING PROGRAM

CURRICULUM

🔍 Program Goal

To equip learners with the strategic and consulting skills to help organizations plan, adopt, and optimize AI technologies. Graduates will be able to diagnose business challenges, design AI adoption roadmaps, and guide clients in implementing responsible, high-impact AI solutions.

🔍 Program Highlights

⏱ 150+ Hours of Guided Learning
Comprehensive curriculum spanning AI fundamentals, business strategy, and consulting frameworks.

💼 Real-World Consulting Simulations
Practice designing AI adoption strategies for different industries and client profiles.

📊 AI Business Case Development
Learn to build strong ROI-driven cases for AI investments.

📒 Portfolio-Ready Consulting Projects
Work on strategy decks, adoption playbooks, and implementation plans for simulated clients.

🎓 Mentorship & Peer Review Sessions
Get feedback from experienced AI consultants, strategists, and industry experts.

FUSION PHASE (WEEK 1–6)

Objective: *Build a conceptual foundation in generative AI, prompt engineering, and AI Systems thinking.*

Module 1: Introduction to Generative AI: Week 1: C

- What is Generative AI?
- How do Language Models Work?
- Understanding how transformers advance language models.
- Understanding differences in language models
- Improving prompt results
- Evaluating for quality responses
- Creating responsible generative AI solutions.

- **Outcome:** Students can describe LLMs, generate quality prompts, and understand responsible AI usage.

Module 2: Prompt Engineering: Week 2: C

- What is Prompt Engineering?
- Choosing the right LLM for your task.
- Getting started with ChatGPT.
- Introduction to LLMs.
- RETENA.AI Prompting Framework (Context → Persona → Output Goal).
- Context - What is it?
- Persona and roles.
- Custom instructions.
- Thinking like LLMs

- **Outcome:** Students apply structured prompting to solve business-related tasks

Module 3 : AI Literacy for Business Strategy: **Week 3: C**

- **AI vs Automation:** Understanding core capabilities and limitations.
- **Common AI misconceptions** in business.
- **The economics of AI:** Cost, scalability, ROI considerations.
- **Case study analysis:** What worked, what didn't, and why.

   Outcome: Learners will confidently communicate AI's potential, limitations, and economic value to stakeholders.

Module 4: Business Process Intelligence & Friction Mapping: **Week 4: C**

- Understanding how businesses operate under the hood
- Process mapping, bottleneck identification & decision modeling.
- Friction analysis: Where AI adds value and where it doesn't.
- Value chain thinking and opportunity diagnosis.

- **Outcome:** Learners can pinpoint where AI will deliver measurable, high-ROI results in client workflows.

Module 5: AI Opportunity Design & Use Case Crafting: **Week 5-6: C**

- Design and structure AI use cases aligned with business goals.
- Turn business pain points into deployable workflows.
- Prioritisation frameworks (effort–impact matrix, automation readiness).
- Build client-ready AI Opportunity Maps.

- **Outcome:** Students can design and build business automation workflows

APPLIED CONSULTING PHASE (WEEKS 7–12)

Objective: *Apply strategic AI consulting principles to real-world scenarios by mastering workflow design, integration skills, and client-facing strategy delivery. This phase equips learners to confidently diagnose business needs, design AI-powered systems, and present actionable transformation plans to stakeholders..*

Module 6: Agentic AI & Automation Thinking: **Week 7-8: C**

Foundations of Agentic AI & Automation Thinking

- What are AI Agents?
- Business systems and automation thinking.
- Systems integrator mindset: **Input → Tool → Output → Business Value" frameworks**

- **Outcome:** Students understand what AI agents are and why they matter

Technical Foundations for AI consultants

- What are APIs?
- HTTP Methods: GET, POST.
- Reading JSON responses
- Working with API Testing tools (Postman, No-code REST Clients)

- **Outcome:** Students can read API docs and interact with APIs via no-code tools

AI Workflow Design

- Workflow design principles
- Trigger - action architecture
- Building in **MAKE:** End-to-End Demo
- Building in **N8N:** End-to-End Demo

- **Outcome:** Students can design and build business automation workflows

Module 7: AI Implementation Strategy & Roadmap Design: Week 9: C

- Conduct AI Readiness Audits for organisations.
- Design short- vs long-term AI transformation plan.
- Change management, adoption tactics, and stakeholder alignment.
- Create a full AI roadmap deck with timelines & outcomes.

- **Outcome:** Learners can design actionable AI adoption strategies that guide organizations from concept to execution.

Module 8 : Business systemisation with AI : **Week 10: C**

- Designing a business solution using agents + Workflows.
- Portfolio groundwork
- Client readiness checklist
- Packaging and Pricing AI Systems for Clients
- Final Pitch Demo Day Simulation.

- **Outcome:** Students can design and deliver client-ready AI business systems and pitch them effectively.

Module 9 : Client Strategy Labs & Case Practice : **Week 11: C**

- Simulate client discovery calls and diagnosis.
- Use RETENA templates to create AI recommendation decks.
- Present strategies, use cases, and roadmap to stakeholders.
- Peer and mentor feedback cycles.

- **Outcome:** Learners gain hands-on experience in managing client interactions, building strategic AI proposals, and delivering persuasive presentations.

Module 10 : AI Strategy Deck & Portfolio : Week 12: C

- Build a real-world AI Strategy Plan for a selected business.
- Includes: Friction map, Opportunity canvas, Roadmap, Tooling overview.
- Learn how to pitch to executives, investors, or clients.
- Finalize your consulting portfolio.

- **Outcome:** Learners graduate with a polished AI strategy portfolio that demonstrates their consulting skills and can be used to attract clients or employers.

Note: Modules labeled **C** are **Compulsory**, meaning all learners must complete them. Modules labeled **E** are **Electives**, which learners may choose based on their interests or specialization goals.

POST-TRAINING PATHWAYS

Transition from learner to builder or job-ready professional.

- **Accelerator Program:** Support to build and launch AI products or services - **3 Months**
- **Job Placement Pool:** Opportunities for internships, freelance, or full-time roles - **1-2 Months**
- **Other Pathways:** Coaching, mentoring, or community leadership, **3 Months**

By the End of This Program, Students Will Be Able To:

- Diagnose business challenges and identify AI opportunities aligned with strategic goals
- Map processes and design AI-powered solutions that deliver measurable business value
- Craft and present AI strategy roadmaps, opportunity maps, and implementation plans
- Communicate AI concepts, ROI, and adoption strategies to executives and stakeholders
- Build a consulting portfolio showcasing real-world AI strategy projects for clients or employers

Total Duration: 12 weeks of structured learning + optional accelerator (4–12 weeks)

Note: Regular standups, feedback sessions, soft skills workshops, and portfolio check-ins are integrated throughout the program to support real-world readiness.