

# SDAI.

School of Data & AI · Kanpur

COURSE 1 · ENTRY LEVEL

## AI Fluency & Career Launchpad

Master 22+ AI tools — deep dives on Perplexity, Claude AI, Julius AI, Google AI Studio & Stitch. Build & deploy 2 real projects, automate workflows, create content, build Custom GPTs (Resume Scorer + Voice Interview), and launch your professional identity — in 30 days. Zero coding background needed.

**30**

Days · Mon–Fri

**20**

Live Sessions

**2**

Deployed Projects

**22+**

AI Tools Mastered

**14**

Tangible Artifacts

**0**

Prerequisites

### ● Program Overview

#### DURATION

**30 Days (4 Weeks)**

#### SCHEDULE

**Mon–Fri sessions + 4 Fun Saturdays**

#### TOTAL SESSIONS

**20 sessions + 4 Fun Saturdays**

#### SESSION LENGTH

**~60 minutes per session**

#### PREREQUISITES

**None — zero technical background required**

#### MODE

**Two tiers: Offline (Kanpur classroom, ₹4,999) or Online (recorded videos + daily chat + Saturday live Zoom, ₹2,499). Both earn the same Certified AI Practitioner certificate.**

## PROJECTS

2 real AI projects deployed at public URLs

## CERTIFICATION

Certified AI Practitioner — SDAI —  
verifiable credential + 2 Custom GPTs

## • AI Tools You Will Master

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### CORE AI



ChatGPT (OpenAI)



Claude (Anthropic)



Perplexity AI



Gemini + NotebookLM



Wispr Flow AI (Voice-to-Text)

### CONTENT CREATION



Gamma (Presentations)



Julius AI (Data + PPT)



Canva AI (Design)



Ideogram (AI Images)



ElevenLabs (Voice)



HeyGen / Fliki (Video)



CapCut (Editing)

### BUILDING & AUTOMATION



Lovable / Bolt.new



Cursor (Vibe Coding)



Google AI Studio (Web Apps)



Google Stitch (AI Design)



Make.com (Automation)



GitHub

### PRODUCTIVITY & CAREER



Comet (AI Job Apply)

## • Week-by-Week Curriculum

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WEEK 1

### AI Thinking — Foundations Free Content Can't Teach

*Every session ends with something  
you use today.*

**MON** **The AI Landscape — What's Real, What's Hype** — The 4 types of AI tools (chatbots, search, creative, builders). Mental model: AI = "smart intern." Live demo: same real-world task solved across ChatGPT, Claude, Perplexity, Gemini — when each wins and why. Hands-on: 5 real tasks across all tools.

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**TUE How AI Actually Works — Probabilistic, Not Deterministic** — The core mental model: AI predicts the most likely next token from a probability distribution — it doesn't "know" answers the way a calculator does. This explains everything: why outputs vary each time, why hallucinations happen, why temperature changes the result. Tokens (Hindi vs English demo), context windows, temperature as the probability dial, hallucinations as probabilistic confabulation. 6 paired "AI Science Experiments" proving the probabilistic nature hands-on.

**WED Prompt Engineering That Actually Works** — RCTF Framework (Role, Context, Task, Format). 5 power techniques: chain-of-thought, few-shot examples, decomposition, output formatting, constraint setting. Prompt Makeover Challenge: 10 weak prompts rewritten with RCTF and compared.

**THU AI Power Tools — Perplexity, Claude AI, NotebookLM & Wispr Flow — Perplexity deep dive:** Focus modes (Academic, YouTube, Reddit), Spaces, Collections — when it beats Google for complex multi-source research. **Claude AI deep dive:** long document analysis (upload 100+ pages), Projects, reasoning depth — when it beats ChatGPT. **NotebookLM:** upload textbook → audio overview → quiz → study guide. **Wispr Flow AI:** speak naturally → clean written text — the productivity multiplier for people who think faster than they type. Each student sets up 3 personal AI workflows.

**FRI Critical AI Thinking — When NOT to Use AI** — ABCR Evaluation Framework (Accuracy, Bias, Completeness, Relevance). Red zones: medical, legal, financial, hiring. Privacy 101: never paste Aadhaar, PAN, bank details. Fact-checking framework. "Spot the Hallucination" challenge with 10 Indian-context AI responses.

**SAT Fun Saturday — Week 1 Revision + Prompt Battle Championship** — Community day. Tool showcases, doubts, founder stories. Casual, attendance optional. Online students join via Zoom. Quick-fire review of RCTF, tools, ABCR. Pairs compete in Prompt Battle. NotebookLM showcase. GitHub account creation + intro to repos.

✓ AI Tool Decision Matrix · AI User Manual · Prompt Portfolio (10 RCTF prompts) · 3 active personal AI workflows · Perplexity Collection · Claude Project · Wispr Flow setup · AI Safety Checklist · First LinkedIn post · GitHub account created

**WEEK 2**

## AI Tools Mastery + Build Your Digital Identity

*Content, portfolio, resume, automations — all live by Saturday.*

**MON AI Content Creation — Write, Design, Present** — AI writing pipeline (Hindi + English). **Gamma** for narrative presentations. **Julius AI** for data-driven presentations — upload data → auto-generate charts + insights deck. When to use Julius vs Gamma. Ideogram/Canva AI for graphics. Content repurposing: 1 idea → blog + LinkedIn post + Gamma deck + Julius data deck + social graphic + WhatsApp message.

**TUE AI Audio & Video — The Creator Economy Toolkit** — ElevenLabs (voice narration, Hindi), HeyGen/Fliki (talking-head videos without filming), CapCut (AI editing). Hindi content pipeline: create → narrate → subtitle → publish. Build: 60-second self-intro video + audio narration.

**WED Vibe Coding + Google AI Tools — Build & Deploy Your Portfolio** — Describe what you want → AI builds it → refine → deploy. Lovable/Bolt.new for beginners, Cursor for adventurous.  
**Google AI Studio:** Google's web app builder — build a working utility app in under 5 minutes.  
**Google Stitch:** AI design tool for web/app mockups — when to use vs Canva. Free hosting on GitHub Pages or Vercel. **Portfolio live on the internet by end of session.**

**THU LinkedIn + ATS Resume + AI Job Apply Tools** — What ATS systems scan. LinkedIn headline formula, about section framework, experience bullets. How to position "AI-literate" in any field. Complete LinkedIn rewrite + ATS-optimised resume. **Comet:** AI auto-apply for LinkedIn jobs — set preferences, it applies intelligently while you prepare. Similar tools: LazyApply, Sonara, Jobsolv. Ethics of auto-apply.

**FRI AI Automation — Connect Your Tools, Save Your Hours** — Make.com/Zapier fundamentals: triggers → AI processing → actions. 3 automations built live (form → AI analysis → email; email categorisation; content generation pipeline). Each student builds 2 working automations. Freelancers charge ₹5K–50K per automation.

**SAT Fun Saturday — Digital Identity Review + Automation Showcase** — Community day. Casual, attendance optional. Online students join via Zoom. Portfolio website peer review. Resume feedback. Each student demos their 2 automations. GitHub repo setup for projects. Project 1 options revealed.

✓ Content portfolio (blog + video + Gamma deck + Julius AI data deck + graphics) · Live portfolio website at public URL · Google AI Studio utility app · Optimised LinkedIn + Comet auto-apply configured · ATS-ready resume · 2 live automation workflows · GitHub repo ready

**WEEK 3**

## Your First AI Product — Build, Deploy, Ship

*Go from AI user to AI builder. Ship something real.*

**MON AI Product Architecture — From Idea to System** — What makes an "AI product" vs. a prompt. Architecture in plain English: frontend → logic → LLM → data. 3 project options demoed (AI chatbot for a local business, AI content generator, AI personal assistant). MVP thinking. Each student writes project brief.

**TUE Project 1 Build — Day 1** — Describe app to AI builder → working base. Instructor guides common patterns: chatbot interface, form+response, content flow. Customise: prompts, branding, behaviour for specific use case. Core functionality working by end of session.

**WED Project 1 Build — Day 2** — Edge case testing (empty input, Hindi input, weird requests). UI improvements: colours, layout, mobile responsive. Personal touch: custom content for the specific use case. 1-on-1 progress review with instructor.

**THU Deploy Your AI Product to the World** — Deploy to public URL (Streamlit Cloud, Vercel, or Lovable hosting). GitHub push + AI-assisted README. Case study written: Problem → Solution → How It Works → Results. Portfolio updated. LinkedIn post: "I just shipped my first AI product."

**FRI AI for YOUR Industry — Domain Application Workshop** — Students grouped by field: Business/Retail, Education, Marketing/Freelancing, Finance, Students/Job Seekers, Creative. Each group explores AI use cases for their domain, builds a mini solution, creates 10-prompt industry library. Indian case studies: Zomato, Swiggy, Paytm.

**SAT Fun Saturday — Project 1 Showcase + Industry Demo Day** — Community day. Casual, attendance optional. Online students join via Zoom. Every student demos Project 1 (3 min + feedback). Industry groups present findings. Introduction to AI Agents and RAG. Project 2 options revealed.

✓ Project 1 deployed at live public URL · GitHub repo with README · Industry AI Prompt Library (10 prompts) · Portfolio updated · LinkedIn post published · Project 2 option chosen

**WEEK 4**

## Advanced Build + AI Agents + Career Launch

*Build something harder. Understand the future.  
Plan your income.*

**MON AI Agents, RAG & Personal Custom GPTs** — RAG: AI that answers from YOUR documents. AI Agents: LLMs that take actions. **Personal Custom GPT Making: (1) Resume Scorer GPT** — upload JD + resume → scores fit, lists gaps, suggests rewording. **(2) Voice Interview Conductor GPT** — asks role-specific questions via ChatGPT voice mode, evaluates answers, gives feedback. Practice mock interviews 24/7 for free. Agent design exercise on whiteboard.

**TUE Project 2 Brief + Build Start** — More ambitious options: knowledge-base bot (Custom GPT / light RAG), AI automation tool (complex Make.com workflow), or AI content engine (generates at scale). Architecture plan → build starts → core functionality by end of session.

**WED Project 2 Build — Day 2** — Independent building with instructor support for blockers only. Peer code review. Testing with real-world inputs. Students more autonomous than Project 1.

**THU Deploy + Freelancing with AI — Your Money-Making Blueprint** — Deploy Project 2. Then: 5 AI services you can offer this week (content creation, automation setup, chatbot building, LinkedIn/resume writing, AI consulting). How to find clients locally. Fiverr/Upwork gig setup. Earning potential: ₹2K–50K per project.

**FRI Graduation Day** — Project 2 demos. Exit interviews (15–20 min). Personalised 90-day AI career plan for each student. Responsible AI discussion: ethics, limitations, your responsibility. Certificate ceremony: Certified AI Practitioner — SDAI.

**SAT Fun Saturday — Cohort Graduation Showcase** — Community day. Casual, attendance optional. Online students join via Zoom. Full portfolio review. Best of Batch awards. Cohort photo + video testimonials. Alumni community onboarding. Course 2 info session.

✓ Project 2 deployed · Resume Scorer GPT + Voice Interview GPT · Freelancing service draft · Services page on portfolio · 90-day career plan · Certified AI Practitioner — SDAI earned

## • What You Graduate With — 14 Tangible Artifacts



### 2 Deployed AI Projects

Both projects live at public URLs with clean GitHub repos. Real proof of skill — not just a certificate.



### Live Portfolio Website

Your own website at a public URL — showcases projects, content, and services. Goes on every resume.



### LinkedIn Profile + ATS Resume

AI-written, career-ready, recruiter-optimised. Positions you as AI-literate in your field.



### 2+ Automation Workflows

Running on Make.com, solving real problems. Also a sellable freelancing skill at ₹5K–50K per project.



### Content Portfolio

Blog post + video + presentation + graphics + audio. Created with AI tools, published and live.



### Industry AI Prompt Library

10 production-quality prompts for your specific field. Immediately usable in your daily work.



### 2 Custom GPTs + NotebookLM

Resume Scorer GPT + Voice Interview Conductor GPT built and working. NotebookLM loaded with your personal documents.



### Certified AI Practitioner — SDAI

Verifiable digital credential signed by both founders. Plus a personalised 90-day AI career plan.

## • Certification



### Certified AI Practitioner — SDAI

Awarded on graduation after completing your project and passing the exit interview. The exit interview assesses four areas: project explanation, live prompt engineering challenge, critical AI thinking (evaluating AI output), and tool selection reasoning. The credential is signed by both SDAI founders, verifiable on the SDAI website, and shareable on LinkedIn.

Verifiable at [schoolofdataandai.com](https://schoolofdataandai.com)

LinkedIn badge ready

Tied to 2 live project URLs

Permanent record

## • Who This Course Is For

Class 10+ Students

BCA / BBA / BCom / BA

B.Tech / MCA

Working Professionals

Teachers & Educators

Business Owners

Freelancers

Career Changers

Anyone curious about AI

**Zero technical background required.** This course is designed for anyone who wants to understand, use, and build with AI — regardless of stream, background, or prior experience.

## • Pricing & Enrollment

### Offline (Kanpur classroom)

~~₹7,999~~ **₹4,999**

### Online (recorded videos + chat + Saturday Zoom)

**₹2,499**

Launch price · Limited seats per batch · Price increases at scale

↪ Both tiers earn the same Certified AI Practitioner certificate · Pro-rata refund guarantee

Secure your seat with a **₹1 token payment**

[Enroll at schoolofdataandai.com](https://schoolofdataandai.com)

Balance collected before first session

