

AI AUTOMATION FOR BUSINESS GROWTH



Course Details

INSTRUCTORS: ENG. AMR HELAL & ENG. AMR ISMAIL

DURATION: 10 HOURS

NO PRIOR EXPERIENCE REQUIRED

E-CERTIFICATE UPON COMPLETION



About The Instructors:

ENG. AMR HELAL & ENG. AMR ISMAIL

- Engineer Amr Hilal is a specialist in artificial intelligence and machine learning. He holds a diploma from AWS and a diploma in artificial intelligence from MIT in the United States. He is the founder of a company specializing in providing training programs in artificial intelligence and data science. He also delivers technical courses for the Ministry of Communications and Information Technology and provides machine learning training for the Egyptian Cabinet. He has delivered numerous academic lectures at more than 35 Egyptian and international universities, including the American University in Cairo, Cairo University, Ain Shams University, the German University, and others. In addition, he offers courses on several major educational platforms and works as a machine learning lecturer at a well-known Egyptian university.

Course overview:

In a fast-paced digital world, businesses that embrace automation gain a massive competitive edge. This practical, hands-on course teaches you how to harness the power of Artificial Intelligence to automate repetitive tasks, streamline communication, optimize customer experience, and free up your time to focus on growth—not operations.

Whether you're a freelancer, entrepreneur, business owner, or team leader, this course will guide you step-by-step in implementing AI automations such as automated customer support, intelligent workflows, AI assistants, content generation systems, and more.

By the end of this course, you'll have a customized automation plan and working AI-powered systems saving you time, cost, and effort every single day

What you'll learn:

✓ Understanding AI Automation

- What AI automation means and how it can impact business operations
- The difference between AI tools, workflow automation, and chatbots
- Identifying which parts of your business can be automated

✓ Setting Up Automated Workflows

- How to map tasks and processes for automation
- Tools like Zapier, Make, Notion AI, ChatGPT, and others
- Integrating apps and platforms without coding

✓ AI for Customer Support

- Setting up AI chatbots to reply instantly to customers
- Automating FAQs, onboarding, and lead nurturing
- Human + AI hybrid systems for efficiency and personalization

✓ AI Content and Marketing Automation

- Automating social media captions, blogs, emails, and newsletters
- Using AI to personalize content and campaigns
- Creating evergreen content systems

✓ AI Productivity Systems

- Automating scheduling, reminders, invoice processing, and reporting
- Building your own AI assistant
- Tracking performance and optimizing workflows

✓ Implementation & Real Examples

- Real-world case studies and templates
- Step-by-step implementation exercises
- Testing, optimizing, and scaling your automations

Why do you need to attend this course?

- 🚀 Save time and reduce workload — Automate repetitive tasks and eliminate manual work.
- 💰 Cut costs and improve efficiency — Replace time-consuming processes with smart systems.
- 💬 Improve customer experience — Faster responses, accuracy, and personalized support.
- 📈 Scale without extra effort — Grow your business without hiring more staff.
- ✨ Stay ahead of the competition — AI skills are now essential, not optional.
- 🧠 Future-proof your business and career — Become the person who understands and applies AI instead of being left behind by it.



Course Content

▷▷ Module 1 — Introduction to AI (1 hr)

- What is AI? Definition, history, and categories (ANI, AGI, ASI)
- Machine Learning vs Deep Learning vs Generative AI
- Everyday AI applications
- AI in business automation
- How AI tools simplify non-technical tasks

▷▷ Module 2 — What is Automation? (1 hr)

- Definition and types of automation
- Process thinking — identifying repetitive tasks
- Benefits of automation (time, accuracy, scalability)
- Overview of tools: Zapier, Make, IFTTT, n8n
- Examples from daily workflows

▷▷ Module 3 — AI Tools for Automation (2 hr)

- GPT (OpenAI): writing emails, analyzing data, building assistants
- Claude: reading and summarizing long documents
- Gemini (Google): integration with Google Workspace
- Lovable: no-code AI dashboards
- Notion AI, Perplexity AI, Canva AI, Microsoft Copilot
- Mini Task: automate report generation with GPT + Sheets

▷▷ Module 4 — Prompt Engineering for Automation (1.5 hr)

- What is a prompt?
- Structure of effective prompts (Role – Task – Context – Example)
- Designing multi-step prompts
- Prompting for actions (extract, summarize, reply)
- Practical examples: reports, emails, content generation

Course Content

- ▷▷ **Module 5 — Automation Types (1 hr)**
 - Rule-based vs AI-driven automation
 - Workflow vs data vs content automation
 - Trigger – Action – Result concept
 - When to use AI agents instead of traditional automation

- ▷▷ **Module 6 — What is Make Automation Tool? (1.5 hr)**
 - Introduction to Make (Integromat)
 - Interface overview and main components
 - Connecting APIs and AI tools
 - Live demo: Google Sheets + Gmail + ChatGPT automation
 - Monitoring and debugging scenarios

- ▷▷ **Module 7 — Automation Scenarios (Project Module) (1 hr)**
 - Customer Service Automation: Gmail + GPT + Sheets + Make
 - Data Analysis Automation: Drive + GPT + Slides
 - Social Media Automation: GPT + Canva + Make + Meta API

- ▷▷ **Module 8 — Applications of Automation (1 hr)**
 - Customer Support Automation
 - Email & Communication Automation
 - Social Media Automation
 - Chatbots & AI Agents