Course Programme

Module 1

Your first chat with AI. From chaos to structure

Module topics:

- Introduction to popular neural networks.
- Principles of effective prompting: how to ask the right way.
- Structuring prompts: context, roles, clarifications.
- Iterative interaction: refining and improving answers.
- Working with results: analysis, fact-checking, refinement.

What you'll learn:

- Get high-quality answers from AI on any topic, fast.
- Save time: ask questions so you don't have to ask twice.
- Tell plausible answers from AI fabrications (hallucinations).
- Use AI as a personal assistant for study, work and creative projects.

In short: you'll learn to speak AI's language, clearly and precisely, so it does exactly what you have in mind.

Module 2

Images on demand. Describing the picture in your head to AI

Module topics:

- Overview of image generators: Midjourney, Kandinsky, DALL-E, Stable Diffusion.
- Structure of an image prompt: subject, style, setting, lighting.
- Working with references and modifiers.
- Controlling style: from photorealism to anime and watercolour.
- Refining images: variations, remixes, upscaling.

What you'll learn:

- Turn your creative ideas into high-quality images in minutes.
- Create illustrations, designs and concept art without drawing skills.
- Generate visuals for social media, presentations and blogs.
- Convey your visual vision to AI precisely.

In short: you'll be able to create anything, from a logo to a fantasy landscape, just by describing it in words.

Module 3

Creating a digital assistant (no code). Its memory and logic

Module topics:

- No-code bot-building platforms (e.g. ChatGPT, AutoGPT and local alternatives).
- Setting up the system prompt: the assistant's personality, goals and limits.
- Memory management: conversation context, storing information.
- Adding knowledge: uploading documents, links, knowledge bases.
- Integration with messengers (Telegram, Slack) and websites.

What you'll learn:

- Build your own bots for consulting, learning and entertainment.
- Tailor the assistant's personality and tone to your needs.
- Make a bot “smarter” with external information sources.
- Use an assistant to handle requests and questions automatically.

In short: you'll build your own personal robot consultant that answers clients or friends for you.

Module 4

Automation. How to make apps work together

Module topics:

- No-code automation tools: Make (Integromat), Zapier, n8n.
- Connecting AI with popular services: Google Sheets, Telegram, CRM, email.
- Building “if – then” scenarios for data processing.
- Passing data between AI and external apps.
- Examples: auto-replies, data collection, scheduled content generation.

What you'll learn:

- Set up action chains without a single line of code.
- Automate routine tasks: order processing, social media posting, notifications.
- Make AI work together with your favourite apps.
- Save hours of working time every day.

In short: you'll teach AI to exchange data with your spreadsheets, email and social media, so everything runs on its own.

Module 5

Smart assistants (agents). Set the task and let go

Module topics:

- What autonomous agents are: how they plan and carry out tasks.
- Tools overview: AutoGPT, AgentGPT, SuperAgent.
- Setting multi-step goals: breaking tasks down.
- Giving agents access to tools (web search, code execution).
- Monitoring and checking results.

What you'll learn:

- Create AI agents that find information, write texts and analyse data on their own.
- Trust AI with complex projects under your supervision.
- Automate research, report preparation and coding.
- Understand the limits and capabilities of autonomous agents.

In short: you'll be able to give AI a big task, and it will break it into steps and complete it without your input.

Module 6

Final project. Building your own all-purpose assistant

Module topics:

- Choosing a concept: from idea to implementation.
- Combining skills from all modules.
- Designing the architecture: text interface + image generation + integrations.
- Testing and debugging.
- Presenting the finished product.

What you'll learn:

- Bring all your knowledge together and build a working assistant for your own task.
- Take a project from start to finish and package it in a user-friendly format.
- Present your work and get feedback.
- Build a ready-made portfolio to show employers.

In short: you'll build your own all-purpose digital assistant from scratch, one that becomes your personal tool or even a product.

Career paths for graduates of this course:

- **Prompt Engineer (AI Specialist):**
  Why: The course gives a deep understanding of working with different types of neural networks (text, images, autonomous agents). Writing effective prompts and structuring tasks is in demand at companies adopting AI across their processes, from marketing to development. Graduates can optimise how teams work with AI, improve the quality of its output and train colleagues.
- **Business Process Automation Specialist (No-Code / RPA):**
  Why: Knowing no-code tools and how to connect AI with external services lets you automate routine work in any field, from handling requests to running social media. Small and medium businesses need these specialists to cut costs.
- **AI Artist / Designer (generative design):**
  Why: The image generation module builds skills in creating unique visual content for advertising, illustration, merch and websites. Graduates can work freelance or at creative agencies, offering fast, high-quality design.
- **AI Implementation Consultant:**
  Why: Understanding what modern AI tools can and can't do lets you help businesses adopt them, train staff and choose the right solutions. It's a new but fast-growing niche.
- **AI Product Manager (tools focus):**
  Why: A graduate who understands how neural networks work and how to configure them can manage AI product development effectively, brief developers and evaluate results.

Why this course matters now:

- **The AI boom**
  Neural networks are rapidly entering every area of life and business. Companies are looking for people who can work with them and use AI to boost efficiency.
- **Talent shortage**
  Demand for prompt engineers and AI specialists is growing faster than supply. Already, every second IT job posting asks for AI skills.
- **Accessible technology**
  Modern AI is available to everyone, but few know how to use it truly effectively. The course gives structured knowledge, turning a “game” into a profession.
- **Useful in any role**
  AI skills are useful in any profession: a marketer creates content faster, a designer generates ideas faster, a manager speeds up analysis. It's an investment in your career, whatever your current field.
- **Competitive advantage**
  A specialist who knows AI works several times faster and better. The course helps you become that specialist and stand out on the job market.
- **The automation trend**
  Businesses want to automate everything they can. Building digital assistants and connecting services without code gives graduates a skill every company needs.

By the end of the course, students will be able to:

- Understand how modern neural networks work (text, image and autonomous agents).
- Write effective prompts to get accurate, useful results.
- Create high-quality images from text descriptions in a range of styles.
- Design and set up chat assistants without programming (in Telegram, on websites).
- Use no-code tools to automate routine tasks and integrate services.
- Work with autonomous agents, set them multi-step tasks and monitor their progress.
- Use AI to work faster: writing texts, analysing data, generating ideas.
- Critically assess AI output, check facts and refine answers.
- Understand the ethics of using AI and the limits of the technology.
- Create their own projects (digital assistants, automated workflows) and present them.
- Adapt quickly as new neural networks and tools appear.
- Apply AI effectively in their professional work (marketing, design, management, education and more).