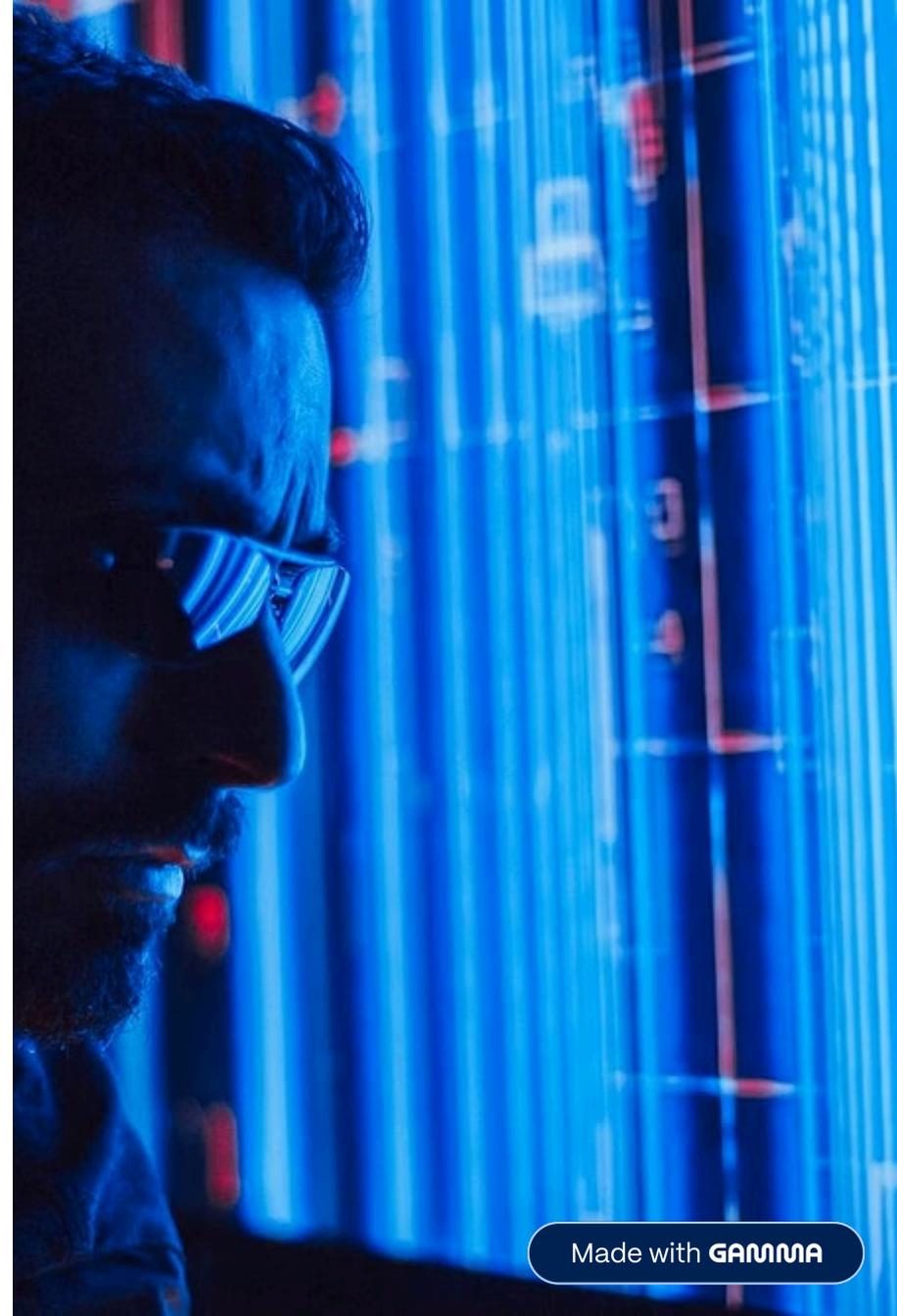# AI-Powered Business Tools Workshop

Build, deploy, and showcase portfolio-ready applications in just four sessions. No coding background required—learn to direct AI like a product manager directing a development team.

📅 4 SESSIONS × 3 HOURS   💻 ZERO CODE REQUIRED

Made with GAMMA

The New Skill: Managing AI Developers

The Old Model

- Student = Architect + Bricklayer

- Learn syntax, debug errors, fight infrastructure

- Months to build anything useful

- High barrier to entry

The AI-Era Model

- Student = Client, AI = Developer

- Write requirements, iterate through feedback

- Deploy working tools in hours

- Product thinking over programming

In the AI era, chatting with AI is the new drag-and-drop. Instead of slowly arranging interface elements, students say "Make the background blue and add a download button" and see instant results.

Target Audience & Outcomes

1	2	3
Who This Serves	**What They'll Build**	**Core Skills Developed**
Business and innovation students (ages 20-25) pursuing careers in finance, marketing, operations, strategy, or general business administration. Zero coding background required or expected.	A working web application accessible via public URL, customized for their industry interest, professionally documented, and ready to showcase in interviews and on resumes.	Product requirements writing, AI-assisted debugging ("Fix-It Loop"), technical documentation, professional presentation, and translating technical work into business value.

Four Sessions, Complete Transformation

1 —— **Session 1: Golden Path Build**

Every student deploys the exact same working "Market Watchdog" application—a news monitoring dashboard tracking keywords in business RSS feeds. Master the mindset shift from coder to product manager.

2 —— **Session 2: Customization Workshop**

Students personalize their tools for different industries, add advanced features (visualization, data export, or sentiment analysis), and begin professional documentation.

3 —— **Session 3: Documentation & Deployment**

Make tools portfolio-ready through comprehensive README files, bulletproof error handling, peer review sessions, and presentation preparation.

4 —— **Session 4: Pitch & Portfolio**

Professional demo day presentations, resume workshop, LinkedIn strategy, and career translation—transforming technical work into career capital.

Made with GAMMA

The Pedagogical Innovation

Starter Kit Template

Pre-configured infrastructure eliminates 70% of troubleshooting. Students fork a working template and focus entirely on AI prompting, not Python package management or deployment configuration.

The Fix-It Loop

Intentional failures teach resilience. Students learn to read errors, copy messages to AI, paste revised code, and iterate—mirroring real professional development workflows.

Documentation as Spec

Writing README files disguises technical specification practice—a core product manager skill. Students articulate business problems, technical solutions, and usage instructions professionally.

Student Success Metrics

100%
Deployment Rate
Every student deploys a working web application accessible via public URL

5min
Demo Mastery
Professional presentation skills developed through structured practice and peer feedback

3+
Portfolio Projects
Graduates equipped with deployed tool, documentation, and 10 additional project ideas to continue building

Real Business Value Across Functions

Analyst Roles

Automate data collection, build custom dashboards, create scenario modeling tools, prototype data pipelines

Product Management

Rapid prototyping, building internal tools, creating functional mockups, testing product concepts
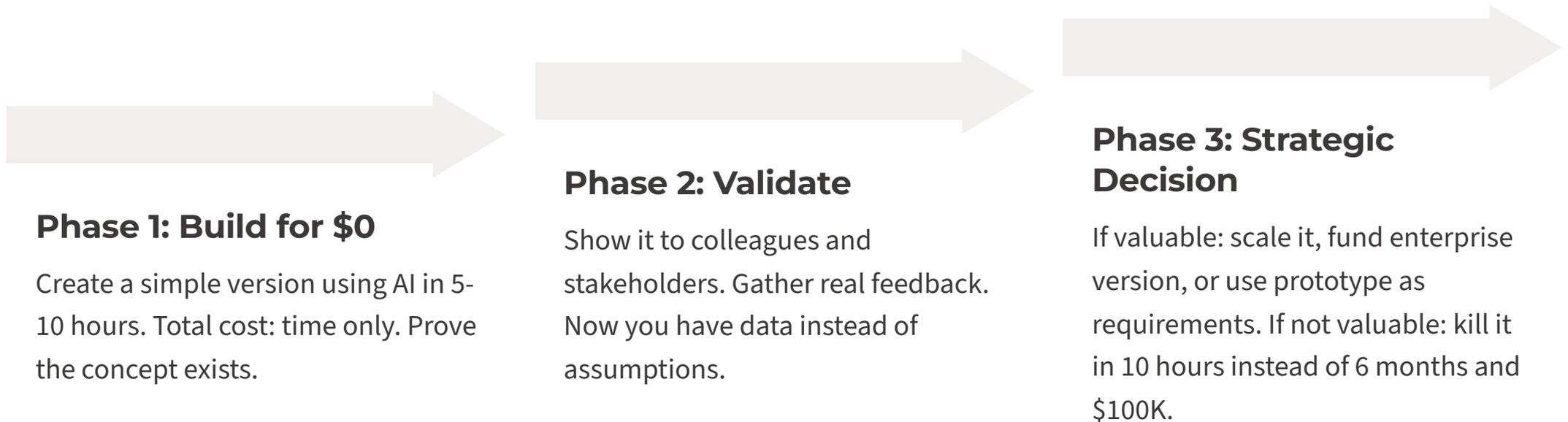
Marketing & Sales

Social listening tools, lead generation automation, campaign dashboards, competitive intelligence trackers

Operations & Strategy

Inventory tracking, vendor scorecards, process automation, market sizing calculators, trend analysis

The hidden lesson: prototype quickly and cheaply, validate with data, then decide whether to build enterprise solutions or use prototypes as requirements documents. This is executive-level thinking.

The Buy vs. Build Framework

Phase 1: Build for $0

Create a simple version using AI in 5-10 hours. Total cost: time only. Prove the concept exists.

Phase 2: Validate

Show it to colleagues and stakeholders. Gather real feedback. Now you have data instead of assumptions.

Phase 3: Strategic Decision

If valuable: scale it, fund enterprise version, or use prototype as requirements. If not valuable: kill it in 10 hours instead of 6 months and $100K.

This teaches students to think like executives: identify problems worth solving, test solutions quickly, make data-driven investment decisions, and communicate technical concepts to non-technical stakeholders.

# Workshop Logistics & Requirements

Pre-Workshop Setup

Students need free accounts on Claude.ai and Replit.com, plus a laptop with reliable internet. No software installation required—everything runs in browser.

Technical Infrastructure

The Starter Kit Template eliminates configuration errors. Pre-built with Python dependencies, Streamlit framework, and deployment settings. Students fork and customize rather than building from scratch.
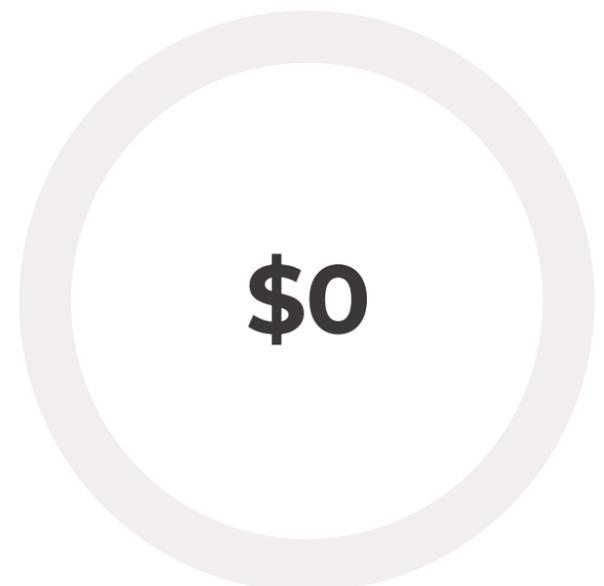
Evaluation Criteria

- Technical execution (tool loads and works)
- Customization (adapted to different industry)
- Documentation (professional README)
- Presentation (clear demo under 6 minutes)
- Process mastery (can debug with AI)

4

Sessions

3hr

Per Session

$0
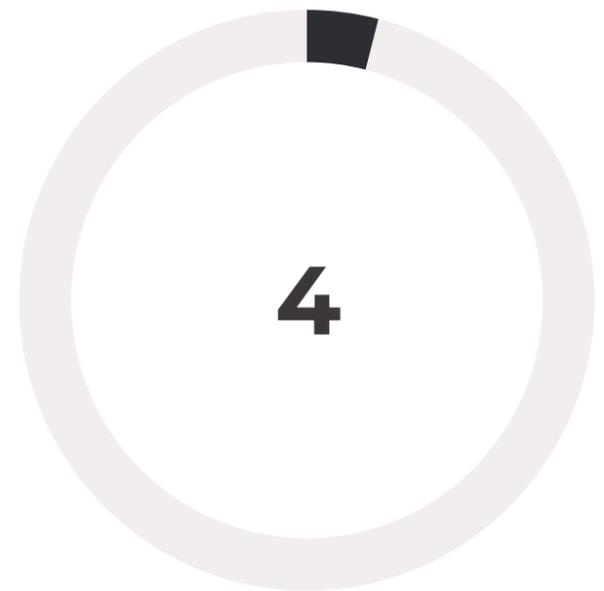
Software Cost

About the Instructor

Oscar Carreon Cerda

APPLIED ECONOMIST   AI INTEGRATION SPECIALIST

Oscar combines rigorous analytical thinking with practical AI implementation. His expertise spans industrial organization, spatial econometrics, predictive analytics, and AI-assisted development.

With deployed applications at carreoncerda.pro and educational resources at academics.carreoncerda.pro, Oscar demonstrates commitment to making complex technical concepts accessible to non-technical audiences.

This workshop represents the intersection of business, AI integration, and pedagogical design—transforming students from "I don't know how to code" to "I deployed a web application" in just four sessions.

Learn More   Contact for Scheduling