



Curriculum for Smart Automation Tools Skills Certificate

This Smart Automation Tools Skills Certificate program is aimed at professionals who are looking to understand and apply smart automation tools across different domains like IT, marketing, HR, and operations. The curriculum encompasses a comprehensive overview of various tools used for process automation, data analysis, and reporting. The course includes lectures, hands-on projects, quizzes, and a final examination.

Duration

- 12 weeks (3 months)

Modules

Week 1: Introduction to Smart Automation

Day 1: Course Introduction

- Overview of Smart Automation
- Application Areas

Day 2-5: Introduction to Automation Concepts

- Process Automation
- Task Automation
- Decision Automation

Week 2: Task Automation Tools

Day 1-2: Microsoft Power Automate

- Automating Business Processes

Day 3-5: Zapier

- Connecting Apps and Services

Project 1: Basic Task Automation with Zapier or Power Automate

Week 3-4: Spreadsheet and Database Automation

Day 1-3: Google Sheets Automation

- Automating Data Entry and Reports

Day 4-5: SQL for Automation

- SQL Queries for Automated Data Management

Project 2: Automated Dashboard Creation in Google Sheets or SQL

Week 5-6: Email Marketing Automation

Day 1-3: Mailchimp

- Automating Email Campaigns

Day 4-5: HubSpot

- Marketing Automation Features

Project 3: Automated Email Campaign Setup

Week 7: Web Scraping and Data Collection

Day 1-2: Introduction to Web Scraping

- Python (Beautiful Soup, Selenium)

Day 3-5: API for Data Collection

- RESTful APIs

Project 4: Web Scraping for Data Collection

Week 8: CRM Automation

Day 1-2: Salesforce Automation

- Automating Sales Processes

Day 3-5: Zoho CRM

- Workflow Automation

Project 5: CRM Automation Scenario Implementation

Week 9: Chatbots and Customer Service Automation

Day 1-2: Chatbot Basics

- Dialogflow, ManyChat

Day 3-5: Automating Customer Service

- AI-driven Customer Service Tools

Project 6: Create a Simple Chatbot for Customer Service

Week 10: Social Media Automation

Day 1-2: Hootsuite

- Automating Social Media Posts

Day 3-5: Buffer

- Social Media Scheduling and Analytics

Project 7: Social Media Automation Plan

Week 11: Final Project

Day 1-5: Build an Automated Workflow

- Plan and Implement a Multi-tool Automated Workflow for a Business Process

Week 12: Review and Final Examination

Day 1-3: Review of All Modules

- Q&A Sessions

Day 4-5: Final Examination

- Written Test Covering All Modules
- Project Evaluation

Grading

- Quizzes: 30%
- Projects: 50%
- Final Exam: 20%

Prerequisites

- Basic computer literacy
- Familiarity with standard office software like spreadsheets and email clients

Materials

- Lecture Slides
- Handouts
- Sample Code
- Online Resources

Certification

Upon successful completion, students will receive a Smart Automation Tools Skills Certificate.

