



WBS CODING
SCHOOL

AI for Business

 100% online

 8 weeks

 Full-time

 English or German

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Why choose AI for Business?

Artificial Intelligence is now an indispensable part of the working world. More and more companies are looking for talent who not only understand these technologies but can use them profitably.

Future-proof upskilling

This course is designed for anyone looking to expand and modernize their skills. You'll learn how to legally and securely integrate AI into your daily work to massively boost your productivity. We get you ready for the modern job market—without needing any coding skills.

Current tech stack

Instead of dry theory, we focus on the tools that truly matter: ChatGPT, Synthesia, Make.com, and many more. You will learn a tool-agnostic approach that empowers you to find the right AI solution for any professional challenge.

Ready for the EU AI Act

With the new European AI Act, companies are now obligated to actively promote the AI literacy of their teams. Our course checks exactly this box for you: it meets the requirements of Article 4 of the EU AI Act. You will learn how to use AI not only efficiently but also legally and responsibly. This makes you an indispensable asset to any employer.

That's why you belong here!

Personal guidance and interactive learning formats

Our teaching approach offers a modern mix of **live group sessions**, **1-on-1 support** (written & via video call), and **high-quality learning materials**.

Regular meetings give you the opportunity to clarify individual questions directly with your instructors and receive tailored guidance. Additionally, **projects** ensure you deepen your understanding and stay connected to the course content.

Unique to this course

For the entire duration of your training, you receive an exclusive seat in our ChatGPT Business Workspace to immediately test and apply what you've learned under professional conditions.



What can I **expect** in the course?

In our course, you will master the tools and techniques that professionals use every day: from crafting effective prompts and building custom AI assistants, all the way to systematically identifying viable AI use cases.

No matter your professional background: we provide you with a broad foundation of AI knowledge. You will learn to identify use cases and leverage AI tools profitably. You'll graduate fully prepared to hit the ground running in your career.

What makes this course special?

This program fills the gap for anyone who wants to dive deep into AI without learning how to code.



Our students especially benefit from:

- **Hands-on projects:** Real-world applications rather than just theoretical knowledge.
- **Individual context:** Projects are designed so you can incorporate your own professional background.
- **Tool-agnostic approach:** You don't just learn one tool; you learn how to evaluate new tools independently.
- **Certified relevance:** EU AI Act Ready.



How do I learn in the course?

Project-based learning is at the core of what we do. You'll immediately apply your new knowledge in multi-day solo and team projects. This includes:

- **Group work** to strengthen teamwork skills
- **Daily live sessions** and **1:1 support**.
- **Short practice units** to reinforce learning
- **Building a portfolio** with diverse formats (presentations, fact sheets, custom GPTs).

Learning methodology

Our goal is to prepare you for the future of work with a modern learning approach. That's why we combine **hands-on learning with dedicated personal support**.



Knowledge is shared through a dynamic mix of live group sessions, individualized 1-on-1 support (via text & video call), and supplementary learning materials – additionally supported 24/7 by our **AI assistant, NOVA**.



Active interaction instead of on-demand: We use the time together with our instructors for what matters most: hands-on application. In short, interactive live sessions, we answer your questions and drive team projects forward.



No recordings: We explicitly don't use pre-recorded videos or on-demand content. Committed participation in the live sessions is an integral part of the course.



Individual mentoring: Our instructors act as your personal mentors, providing you with targeted, individualized feedback.

Learning and collaboration: our digital tools

Learning Management System (LMS)



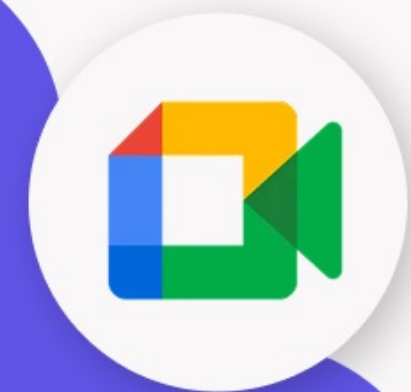
Our intuitive LMS is your go-to platform for all learning materials, assignments, and projects. It keeps you on track and makes managing your studies a breeze. Whether you're working independently or collaborating with your team, our LMS supports your every step.

Slack – your team messenger



Slack is where all the magic happens! It's our central tool for communication and collaboration. Connect with your instructors, ask questions, and get the support you need. Plus, Slack lets you network with fellow participants, share ideas, and work together on exciting projects.

Google Meet – for your video calls



Google Meet is our go-to tool for virtual meetings and video calls. With high-quality video, clear audio, and screen-sharing capabilities, Google Meet makes collaboration easy and keeps you connected with us.

Syllabus

📅 2 weeks

Introduction To AI & Machine Learning

Learn the definition of AI, relevant IT concepts, and the technical fundamentals of machine learning. We also cover the impact of AI on society and important legal aspects (EU AI Act, GDPR, copyright).

📅 2 weeks

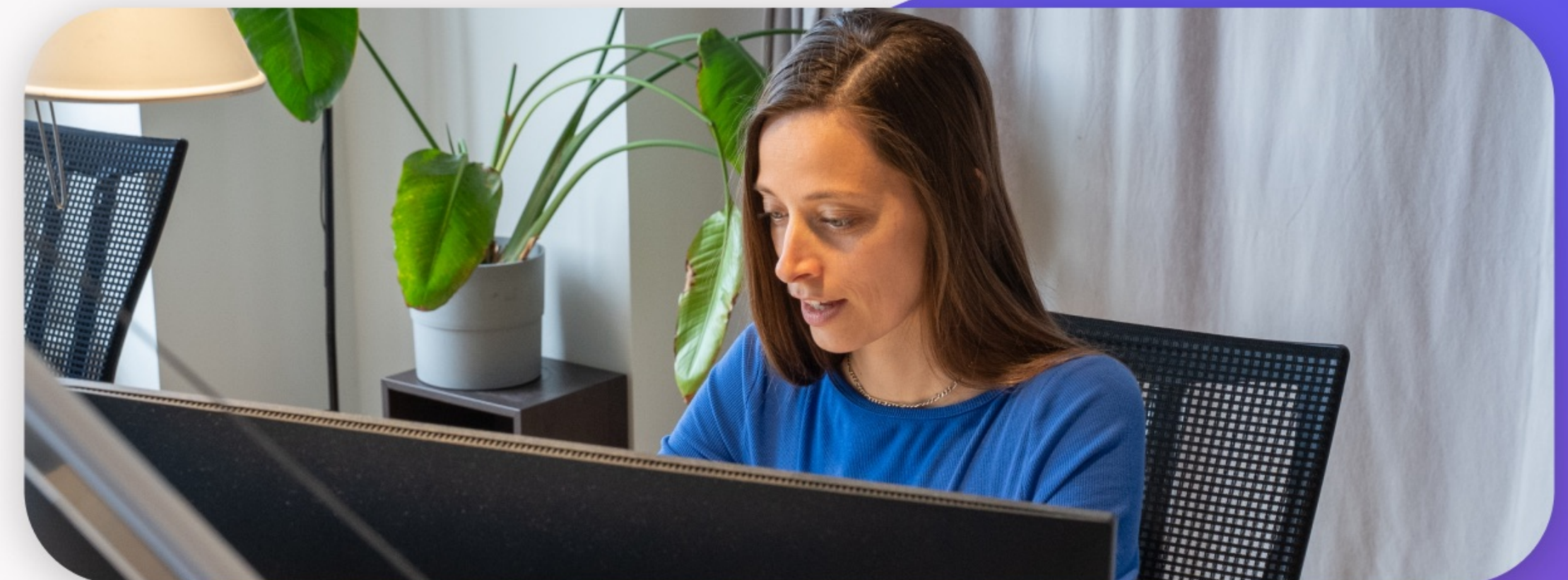
Boosting Productivity With AI Tools

Evaluate tools for specific tasks. Learn to create personalized versions of ChatGPT (Custom GPTs), use synthetic media (video, avatars), and understand the deployment of AI assistants, automations, and autonomous agents.

📅 1 week

Deep Dive Into Generative AI & LLMs

Explore Large Language Models (LLMs) and NLP. You'll get an overview of popular language models and master prompting for multimodal generative AI (text, image, video).



 1 week

Project Management With An AI Focus

Understand the project lifecycle and apply agile methods. You'll learn how to use AI tools in project management and the specifics of handling AI-driven change management.

 1 week

AI Use Cases In Various Industries

Identify, evaluate, and prioritize use cases for industries like retail, HR, logistics, or production. You'll learn to prepare these concepts in professional presentations.

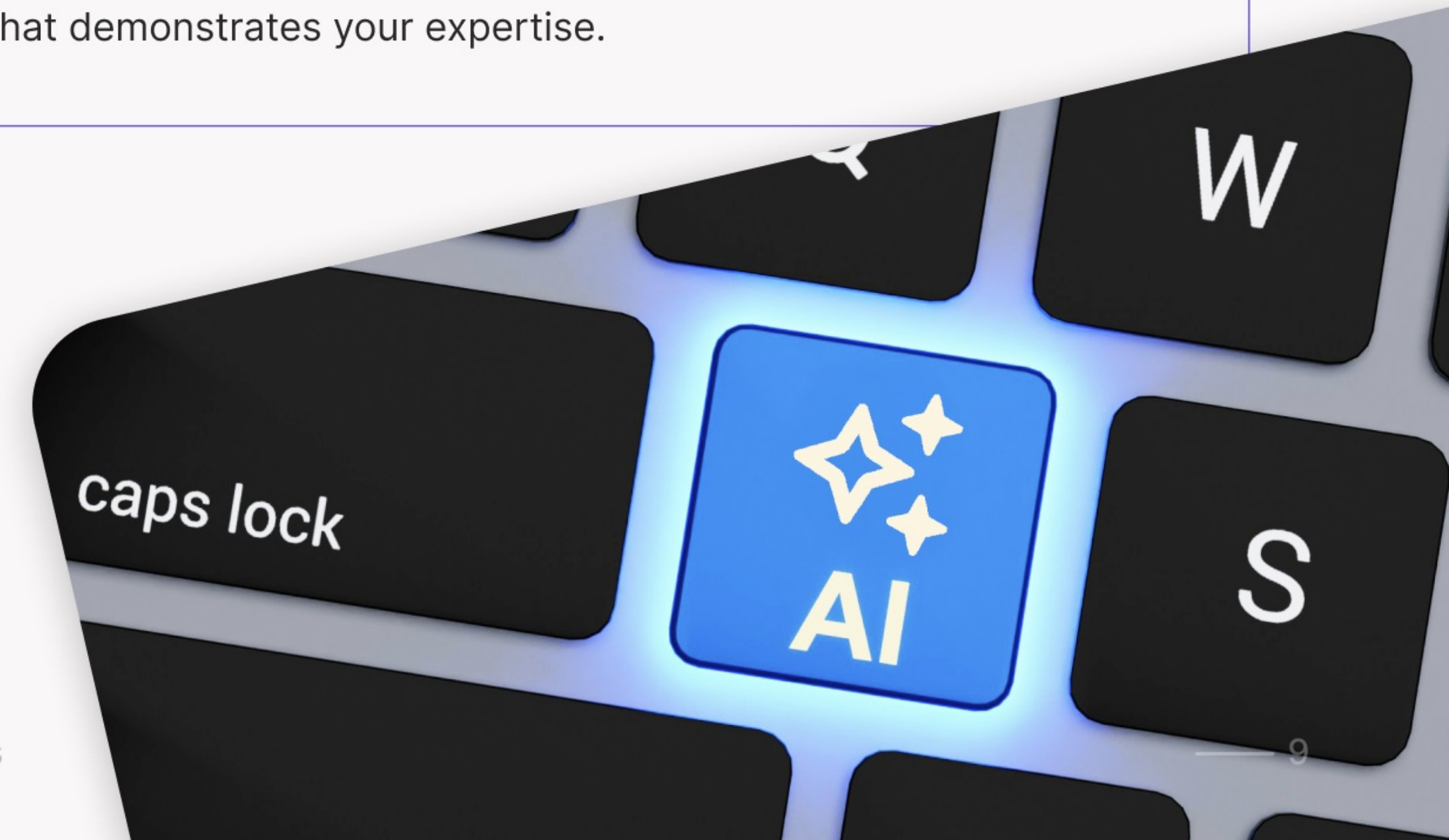
 1 week

Final Project & Career Coaching

Work on a project tailored exactly to your professional context. Simultaneously, benefit from career coaching and learn how to perfectly leverage AI for your job search and application process.

A portfolio that stands out

By the time you complete your project, you'll have a portfolio-ready piece that demonstrates your expertise.



Course technologies

We use a tool-agnostic approach. This means you learn how to objectively evaluate tools for your specific needs, ensuring you're never tied to a single platform to get your work done.

The following tools are just a sample of your options.

Primary Tools (used by everyone):



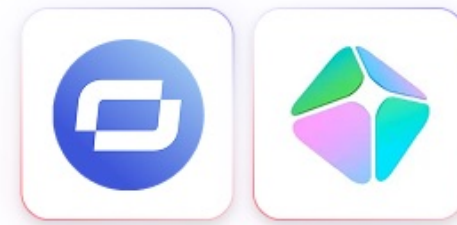
ChatGPT

Text/image generation, data analysis & Custom GPTs.



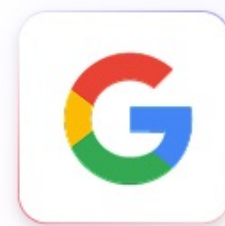
Make.com

Automation of workflows.



Synthesia/HeyGen

Text-to-speech & AI avatars.



Google Suite

For collaboration.

Secondary Tools (for experimentation):



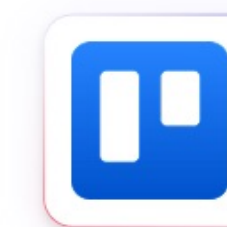
Gemini, Claude, Perplexity

Multimodal LLMs.



OpenAI Playground

API and model testing.



Trello/Canva

Project management and design.

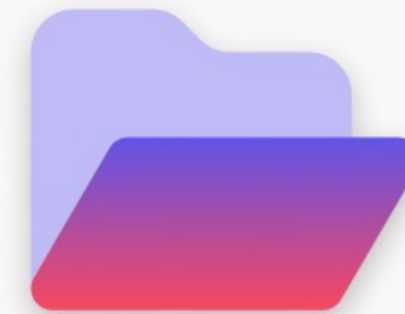
Your **graduation** is the ticket to the tech world

By the end of our course, you won't just have solid knowledge and hands-on experience – you'll also have an impressive portfolio that showcases your skills and your graduation certificate.



Your WBS CODING SCHOOL certificate

The WBS CODING SCHOOL certificate proves that you've learned through real-world projects and developed valuable skills. It's a strong credential that can open doors to top jobs in the tech industry.



Your standout portfolio

All the projects you work on throughout the course, including your final project, will be part of your personal portfolio. It highlights your abilities and proves you can apply your knowledge in practice.



Team support: we're here **for you**

At WBS CODING SCHOOL, you're never on your own. Our dedicated team supports you every step of the way.

Admissions team

First, you'll meet our Admissions Team. They'll guide you through the entire application process, answer your questions about course content, financing, and entry options, and help you to achieve your goals.

Instructors

Our instructors are not only experts in their fields but also passionate educators. They'll be there for you throughout the course, helping you unlock your full potential.

Operations team

The Operations Team ensures that your course runs smoothly. Whether it's organizational questions, technical challenges, or anything else – our team handles all the details.

Career services

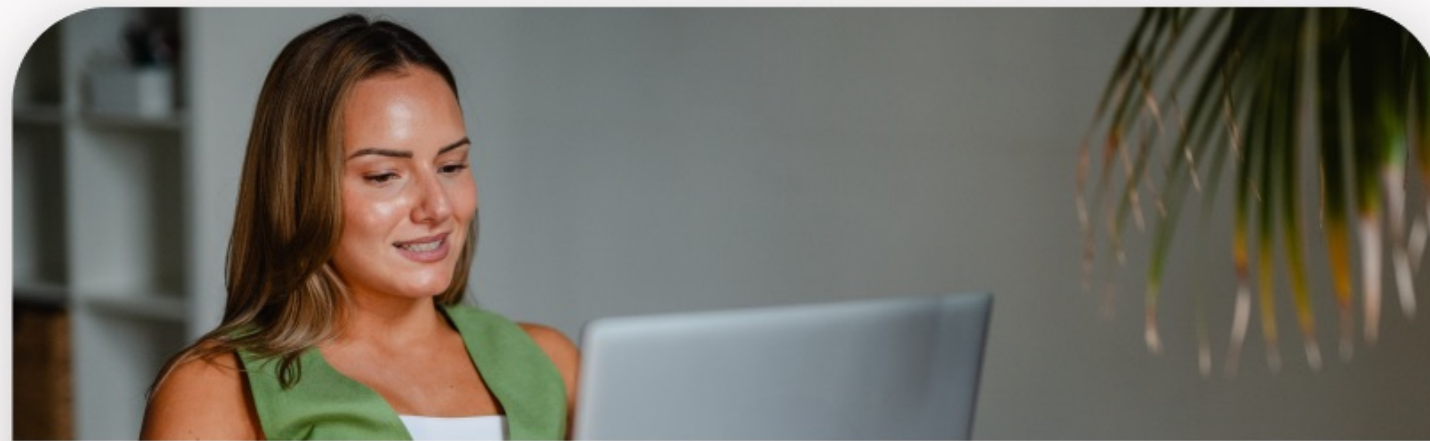
Our Career Services team is here to kickstart your journey into the working world. We'll help you level up your application materials, get you interview-ready, and share valuable tips to ace your job search.

Community team

The Community Team makes sure you feel part of our vibrant community, even online. With regular events, networking opportunities, and an active Slack community, we encourage interaction and connection – both during the course and beyond.

Career support for your **dream job**

We support you on your journey into the tech world: from personalized career advice to exciting events. Your success is our goal – during the course and beyond!



Career service

If you're looking for a new job, our career services will help you present yourself in the best possible light – not only during your course, but for up to 12 months after you graduate! From optimizing your resume to targeted interview preparation, we're here to support you.



Events

Use our events to make valuable connections in the industry. For example, at our Alumni Talk, former students share how their careers have progressed after the course – a perfect opportunity to gain insights and learn from real experiences.



Partners

With strong roots in the Berlin tech scene and close ties to companies and industry experts, we offer you a network that makes it easier to enter the job market. Our partners are always on the lookout for talent and exciting projects – and you can benefit from that!

Job market and prospects

The career prospects for AI-literate professionals are outstanding. According to a Bitkom study, 36% of German companies were already using AI in 2025 – a doubling compared to the previous year.

The World Economic Forum's Future of Jobs Report 2025 confirms this rapid shift: Technology competencies, led by AI and Big Data, are the fastest-growing skills in the job market. For you, this means: those who invest in cross-industry AI upskilling now make themselves indispensable and secure immense competitive advantages in the future job market.

Sources:

Künstliche Intelligenz in Deutschland | Studie 2025
Future of Jobs Report 2025 | World Economic Forum

86 %

of global employers expect AI and information processing technologies to transform their business by 2030.

World Economic Forum



Top industries for your AI upskilling – just to name a few

Marketing & Sales

Use AI for targeted content, automated social media, hyper-personalized customer outreach, and rapid analysis of large data sets.

Finance & Insurance

Support in automated risk assessment, fraud detection, reporting, and optimizing financial processes through automation.

Healthcare

Relieve staff by automating medical reports or shift schedules, and improve patient communication with chatbots.

Education & Training

Create custom learning paths, automate exercise grading, and develop interactive, AI-supported training materials.

Tech & IT

Optimize IT project management, pre-sort support tickets using AI agents, and improve technical documentation.

R&D

Massively accelerate literature reviews, automatically summarize complex studies, and use generative AI to brainstorm innovations.

WBS CODING SCHOOL

Your entry into the **tech world**

Since 2019, we've been dedicated to transforming ambitious learners into tech industry professionals. Our online courses in AI, Data, UX/UI, and Software Development are designed to meet the fast-paced demands of today's job market. Guided by expert instructors, students learn by doing – building the confidence to tackle the challenges of a dynamic tech industry.

But we're more than just tech training. We're a community built on inclusivity, empowering the innovators of tomorrow through personalized support, hands-on projects, and a focus on skills that make a real impact. Together, we're shaping a tech industry that's diverse, accessible, and ready for the future.

WBS GRUPPE – our strong roots

As part of the renowned WBS GRUPPE, one of Europe's leading providers of professional development, we benefit from over four decades of experience and an extensive network.



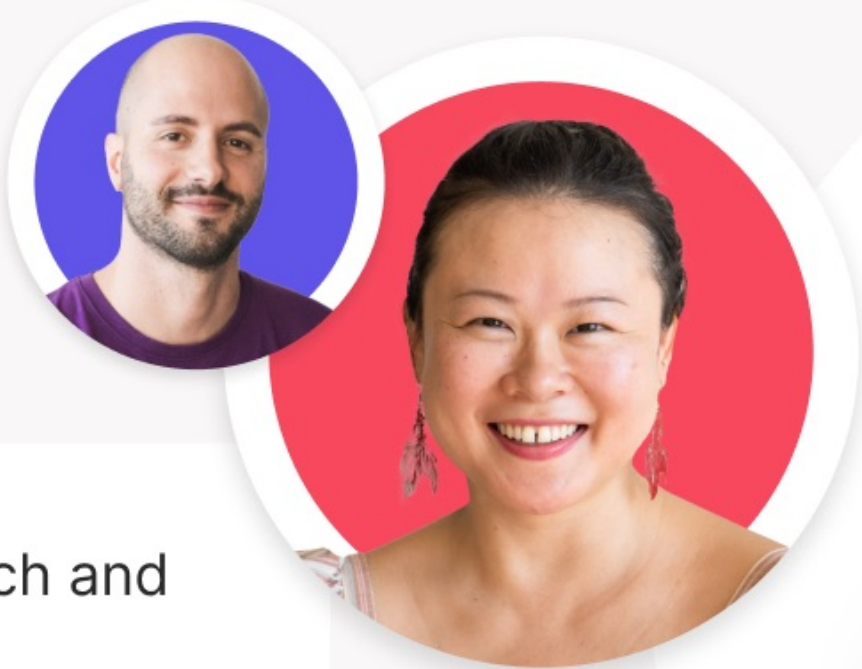
WBS CODING SCHOOL in numbers

40+ years of experience from the WBS GRUPPE

2019 - founded as part of the WBS GRUPPE

2,000+ graduates

280+ WBS locations



What our alumni say

“The AI for Business Bootcamp was a real hit for me – professionally top-notch and incredibly inspiring for everyday life. The content was well thought out and excellently prepared.”

★★★★★ Nicole Linde - AI for Business Graduate

“I just completed the 8-week AI course at WBS CODING SCHOOL, and I’m absolutely blown away! The course was incredibly insightful – not only have I gained a deep understanding of Artificial Intelligence, but I now feel equipped to implement my own projects independently.”

★★★★★ Nojan Tavangar - AI for Business Graduate



4.9/5

Google



4.8/5

Course Report



4.9/5

Switchup



4.8/5

Trustpilot

Where our alumni work:

accenture

aws

BASF

facebook



Lufthansa



Mercedes-Benz

SHARENOW

TESLA



DB

SAP



zalando

Klarna

Meta



Lieferando

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