

## Lesson Plan

**Module: Machine Learning**

**Learning Unit: What processes can be supported by Machine Learning techniques in your business?**

<p><b>Desired Core professional goal</b></p> <p>Learners will learn</p> <ul style="list-style-type: none"> <li>- How can ML help business</li> <li>- How can processes change with the use of ML</li> <li>- How to integrate automation within their business</li> </ul>	<p><b>Benchmark</b></p> <p>Machine Learning</p>
<p><b>Level</b></p> <p>Advanced</p>	<p><b>Framework</b></p> <p>Energise</p>
<p><b>Professional micro-learning outcomes</b></p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> <li>• Analyse the processes to be automated in their own company/business</li> <li>• Learn to use one tool for improving automation</li> <li>• Discover new tools for get your business improved with ML</li> </ul>	
<p><b>Micro-learning activities</b></p> <p>Learners will:</p> <ul style="list-style-type: none"> <li>• Watch the introductory video: <a href="https://youtu.be/kbPRrHjji3g">https://youtu.be/kbPRrHjji3g</a></li> <li>• Go through the infographic “10 ways artificial intelligence can help your business”: <a href="https://drive.google.com/file/d/1TR5TRHcqKKy4rcqCgISM8TQea8g4hDVH/view?usp=drive_link">https://drive.google.com/file/d/1TR5TRHcqKKy4rcqCgISM8TQea8g4hDVH/view?usp=drive_link</a></li> <li>• Take the following exercise:</li> </ul> <p><u>Title</u> Identify the main processes to be automated in your business</p> <p><u>Timing</u> 30 to 60 mins depending on the baseline scenario</p>	

### Scenario

You can choose among 2 different scenario to perform this energise activity:

- 1) Consider your own situation, the type of business, its size and the actual state of the art of your digitalisation process.  
Imagine you are willing to automate some processes of your business.
- 2) Imagine to be the owner of a small clothing shop in your town which already has its own social media pages (Either Facebook and Instagram). You decide to optimize the processes of your businesses.

### Instructions

Aim of the exercise is to map the main processes of your business and to define the main step to be done to automate them with the help of machine learning.

Following the [guide provided](#), try to draft a list of the processes inside your business which need to be automated, and make some assumptions on the best way/path to automate them, including which kind of machine learning you would use.

- Optional: go through some success stories of company automation <https://levity.ai/success-stories>