



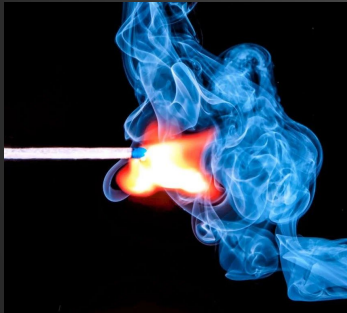
AI for Business noncredit certificate program at San Diego College of Continuing Education

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION

FORWARD *together*

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Kindle & Spark: Fostering Entrepreneurial Success



Kindle = The **knowledge** needed to start and grow a small business

Spark = The **skills** needed to successfully launch and manage a small business.

kindleandspark.com



Entrepreneurship and Small Business Programs

Program	Description	Commitment	Key Concepts
Small Business Planning	For the entrepreneur looking to start their own business.	2 courses, 108 hours	Permits, licenses, legal structure, business model, break even point.
Small Business Growth	For business owner looking to grow their small business.	3 courses, 135 hours	Create practical sales and marketing plans.
Business Sales	CRM system (HubSpot) and practical business training.	2 courses, 180 hours	CRM, confidence, learning from failure, problem solving
AI for Business	For professionals and business owners looking to use AI in the workplace.	2 courses, 180 hours	AI fundamentals, prompting, responsible AI, business applications, AI project development.

Timeline of AI for Business

- **January 2024** - started writing curriculum (seems like a lifetime ago in AI years)
- Launched **Spring 2026**, AI for Business was among the first California community college programs to teach applied AI skills to nontechnical business students.

AI for Business: Striving for AI Fluency

AI Fluency: The ability to understand, use, evaluate, and responsibly apply AI to solve real-world problems.

BUSN 650 FUNDAMENTALS

- Understand AI & Machine Learning
- Learn Prompt Engineering
- Explore Business Applications
- Practice Responsible AI
- Evaluate AI Tools & Outputs

BUSN 651 IMPLEMENTATION

- Identify Business Problems
- Design AI Solutions
- Create & Analyze with AI
- Build AI Workflows
- Test & Evaluate Results

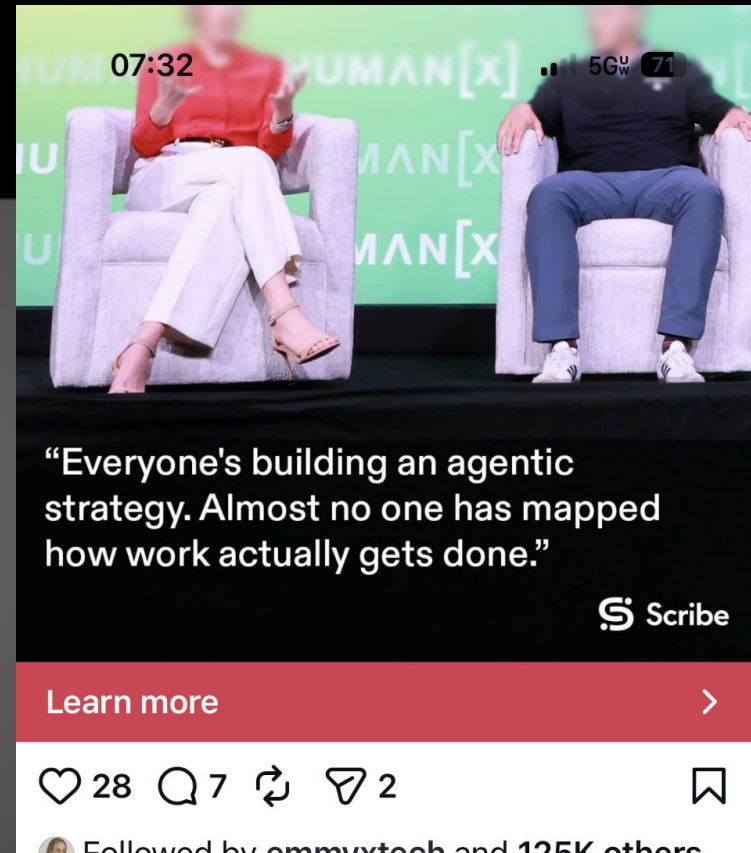
PROJECT

- Real Business Problem
- AI Solution
- Prototype
- Test & Improve
- Present Results

**= AI
Fluency**

Our Approach to Teaching AI

- No coding. No prior AI experience required.
- Learn by doing, not just listening.
- Everyone shares what they're learning.
- Curiosity > correctness.
- Start with the business problem



What We've Learned Teaching AI at SDCCE

- The instructor doesn't have to be the AI expert.
- Students learn as much from each other as from us.
- AI creates conversation—leave time for it.
- The technology changes while you're teaching it. Consider doing a weekly news collection to share podcasts, articles, white papers.
- The best question is often: “What problem are we trying to solve?”

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Any questions?



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