CORSEN AI Academy

Grok for SMBs & Freelancers

Course syllabus

Version 2026-11

Overview

Automate your daily tasks: writing, analysis, X monitoring, and calculating true ROI (time and money saved).

Learning objectives

- Choose between grok.com and the API based on the needs and budget of a small structure
- Write emails, business proposals, and reports from precise business instructions
- Automate repetitive customer support and document analysis tasks
- Set up competitive monitoring and reputation tracking with X Search
- Calculate return on investment in hours saved and monthly usage costs

Audience and prerequisites

Non-technical professionals — executives, managers, marketing, HR, legal — looking to integrate Grok into their daily work.

No technical prerequisites. A computer, internet connection, and an account on the relevant platform are sufficient.

Duration and format

Estimated duration : 1 h 45 min. 100% online self-paced course, accessible 24/7 via browser. Progress saved, resume anytime. Estimated duration: 1 h 45 min.

Content

- Getting started with Grok (4 lessons)
- Use Cases (4 lessons)
- X Search business (4 lessons)
- ROI (2 lessons)

Assessment

Application exercises provided throughout the lessons. Each lesson ends with its Key takeaways, supporting self-assessment. A final quiz of 5 corrected questions, at the end of the last lesson, validates learning.

Accessibility

Course accessible to people with disabilities: text content compatible with screen readers, keyboard navigation, and compliant contrasts. For any accommodation needs, email hello@corsen.ai.

Price and recognition

Free

Certificate of completion issued by Corsen AI.

Access time

Immediate after account creation and email confirmation.

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