



# GenAI Certification for Managers & Tech Leaders

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Future-Ready Leadership Starts with

**Generative AI** Mastery



In collaboration with



Certification designed for Tech  
Managers and Team Leaders

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# Table Of Content

1	Program Summary
2	About Course
3	Who is this program for?
4	Why choose Learnbay?
5	Alumni Spotlight
6	Certification
7	Fee & Batch Details
8	Program Curriculum



## Message from CEO, Learnbay

As Learnbay's CEO, I'm excited to welcome you to an amazing journey in learning. Here at Learnbay, we're all about helping you grow in Data Science and more. We think learning can open up endless chances for everyone.

We're not just about the usual school stuff; we're here to support your career in every way possible. What makes Learnbay special is how much we care about your success. I'm inviting you to start a great learning journey with us. Come be a part of Learnbay and see how dedication and passion can really change your path to being the best.

## Message from Principal Investigator, E&ICT Academy IIT Guwahati (Dr. Gaurav Trivedi)

As the principal investigator at E&ICT Academy IIT Guwahati, I'm happy to support and work with Learnbay on their Data Science and AI course.

We at E&ICT Academy IIT Guwahati, aim to lead the way in learning and research in Data Science and Artificial Intelligence.



I wish you all good luck with your studies at Learnbay and am excited to see how you all do and grow in the interesting areas of Data Science and Artificial Intelligence

# Program **Summary**



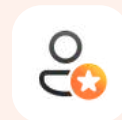
## Program Eligibility

Working professionals having **minimum 4 years of exp.**



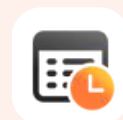
## Training Mode

100% Live Online Sessions with **Live Projects**



## Program Faculty

Senior Industry Experts in GenAI domain and **E&ICT Academy IIT Guwahati Professors**



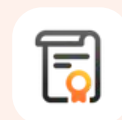
## Program Duration

**4.5 Months** Program  
Weekday and Weekend Batch



## Payment Options

**No cost EMI,**  
Interest free loan



## Certification

Certification from **E&ICT Academy, IIT Guwahati**

Exclusive

## Real Project Experience For Managers

### Lead a Team

Learn how to integrate GenAI into business

### Practical Skills

Gain hands-on experience in handling GenAI Project.

### Project Life Cycle

Learn to oversee the entire project.

### Industry Knowledge

Develop expertise in your specific domain.

# About Course

This program is for **tech managers and tech leaders** with **4+ years of experience** who want to harness the power of Generative AI for strategic innovation. It uses a **project-based approach**, with guidance from industry experts and personalized mentoring.

The course also covers **Large Language Models, OpenAI APIs, LangChain, and RAG** for business solutions. By the end, you'll be equipped to drive AI-driven projects, enhance decision-making, and lead innovation in your organization.

## Our Commitment

Equip tech managers and senior leaders to understand and **lead Generative AI projects**, covering essential concepts, practical applications, and tools for strategic decision-making.

Furthermore, our comprehensive career support services include **interview preparation, resume building, and job placement assistance**, all designed to help you smoothly transition into leadership roles in AI and Machine Learning.



**100%**  
Assured Interview



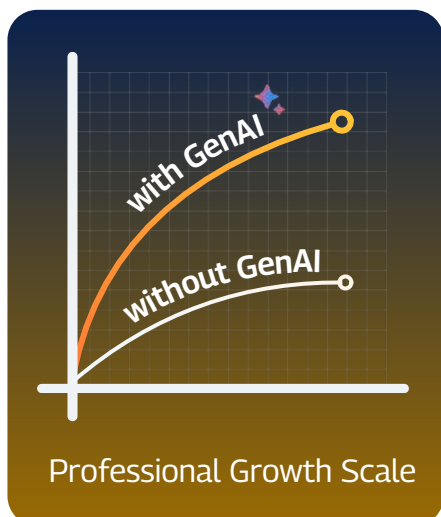
**350+**  
Hiring Partners



**7+**  
Centers Across India



**40k+**  
Professionals Upskilled



## 70%

**of companies are likely to adopt GenAI in next 5 years, to**

- enhance efficiency,
- automating tasks,
- improving decision-making for better project outcomes.

**\*By integrating GenAI into our program**, we ensure that our learners are well-prepared to lead and innovate in their respective fields.






# Who is this Certification for?

A unique certification for  
Managers and Leaders!

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# Mid to Senior Level Professionals with **4+ Years of Experience**

This certification is perfect for Project managers, Technical Leaders, Team leads preferably from tech domains.



**Project Manager**



**Team Lead (IT/Non-IT)**

**Course Prerequisites:** You should have a basic understanding of Python, Machine Learning, and basic Deep Learning. If **you don't have these skills**, you can first complete our foundation program before joining this course.

## **Program Outcome:** What's in it for you?



### **Master GenAI For Business Transformation**

Learn to harness cutting-edge **GenAI tools** to solve real-world challenges and lead your organization into the future



### **Real-World GenAI Project Portfolio**

Work on live projects like chatbot creation, **workflow automation**, and RAG-powered assistants to showcase your expertise.



### **Accelerate Your Career Growth**

Leverage advance GenAI knowledge to drive business success, enhancing career prospects and **salary growth**.

# Why choose Learnbay?

For GenAI Program for **Tech Managers**



## E&ICT Academy, IIT Guwahati Certification

Stand out with a prestigious certification from **E&ICT Academy, IIT Guwahati**.

Get Certified  
from



E&ICT Academy  
IIT Guwahati



## Project-Based Learning

Gain hands-on experience with **real-world GenAI projects**, preparing you to tackle industry challenges confidently.

**Real Projects | Real Experience**



## Learn from GenAI Industry Mentors

Gain insights from top industry experts in Generative AI. Our mentors bring **real-world experience** to help you master advance skills.



## Personalized Support

Get tailored guidance with 1:1 doubt-clearing sessions for a deeper understanding.



# Alumni Spotlight



Shravanthi A  
Data Scientist

Learnbay has helped me a lot to learn data science applications in the e-commerce industry. The live class concept was really helpful in receiving proper DS training. Thanks to all my mentors and the placement team.

**Mechanical  
Domain**



**Data Scientist @**



 **230%**  
Salary Hike



Preksha Mishra  
Lead Data Scientist

The course structure is excellent with emphasis on concept building and tools & software at the same time. The support team is excellent and supportive and quite agile to respond to doubts.

**Telecom  
Domain**



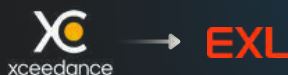
**Data Scientist @**



 **140%**  
Salary Hike



Karan Chawala



Data Scientist



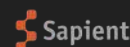
Jaya Sinha



Senior Analyst



Shubham Dev



Lead Data Analyst

# Alumni Spotlight



Mohd. Israr  
**Data Scientist**

Thanks to the Learnbay data science course & excellent guidance, I was able to ace the TCS interview and secure a job with a 210% pay raise. The real-world time projects helped me develop my concepts as a data scientist.

**Mechanical  
Domain**



**Data Scientist @**



 **230%**  
Salary Hike



Saurabh Kumar  
**Data Scientist**

When I joined Learnbay I did not have any knowledge apart from the very basics. I gradually build my concept via various trainers and get trained in data science with strong knowledge/concepts.

**Mathematics  
Professor**




**Data Scientist @**  **Teleperformance**

 **135%**  
Salary Hike



**Aravind**

 TheMathCompany → **CATERPILLAR**

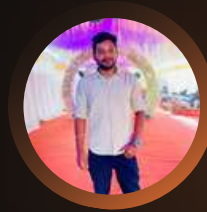
**Data Scientist**



**Ritesh Kumar**

 unacademy → **Capgemini**

**Senior Analyst**



**Ramki**

 cognizant → **ANBSYSTEMS**  
#DNY company

**Data Analyst**

# Get certified

and accelerate your career growth

## E&ICT IIT Guwahati



## Certification from E&ICT Academy, IIT Guwahati

- ✓ Earn a Certificate in GenAI for Managers from E&ICT Academy, IIT Guwahati.
- ✓ Hands-On Experience: Practical learning with GenAI Projects.
- ✓ Top Faculty: Learn directly from E&ICT Academy Guwahati IIT experts.

## Program Fees

### Live online classes

- ✓ Live online interactive sessions
- ✓ Virtual Mock interviews
- ✓ 1:1 online Doubt Session with experts
- ✓ Online Capstone projects

### Program Fee

₹ 75,000 + 18% GST

Pay in easy EMIs starting as low as

**₹ 4,916/ month**




# Cerification Curriculum

A unique certification for  
Managers and Leaders!

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## TERM 1

# GenAI for Business Transformation

**Duration:** 40 Hours

**Outcome of this term:** You'll gain hands-on experience in leveraging GenAI tools to optimize workflows, enhance customer experiences, and **drive data-driven business** strategies.

### Module 1: Fundamentals of Generative AI for Leaders

- **Topics:** Overview of generative models and differences from traditional AI, real-world applications of **GenAI in business**, impact on business strategy.
- **Hands-on Case Study:** Analyzing successful GenAI applications in industry (e.g., customer service automation, content generation).

### Module 2: Industry-Specific Use Cases of GenAI

#### **Topics: Applications across industries:**

- **Finance:** Fraud detection, automated reporting, investment insights.
- **Healthcare:** Drug discovery, medical imaging, patient personalization.
- **Retail/E-commerce:** Inventory management, recommendation engines.
- **Manufacturing:** Predictive maintenance, quality control.
- **Hands-on Exercise:** Develop a strategy proposal for implementing GenAI in a chosen domain (e.g., customer support chatbot for retail).

### Module 3: AI-Driven Decision Making

- This module examines how **AI can augment decision-making processes** in organizations.
- It covers data-driven decision-making, predictive analytics, and the integration of AI insights into business strategies.
- **Strategic Implementation of GenAI in Business.**

## Module 4: Workflow Automation using GenAI

- Overview of GenAI in workflow automation.
- **Set up a Zapier** account and link it with Generative AI tools.
- **Hands-on** with Zapier to integrate GenAI into workflows.
- Compare automation tools with GenAI features and use cases.

## Module 5: GenAI in Sales and Marketing

- Overview of GenAI applications in sales and marketing.
- Personalized content creation.
- **Lead scoring** and qualification.
- Customer segmentation.
- Automated email responses.
- **Predictive analytics** for customer behavior
- **Hands-on project**: Build a GenAI-driven campaign for targeted marketing.

## Module 6: GenAI Tools & Applications for Software Development

- Overview of GenAI tools for code autocompletion, **language conversion**, code quality review, and automated testing.
- **Applications**: Code autocompletion, code refactoring and optimization, code translation, **code quality review**, automated testing.

## Module 7: GenAI in Customer Services and Operations

- Overview of GenAI applications in customer service and operations.
- Automated chatbots for customer support, **Personalized response generation**, Predictive maintenance in operations.
- Workflow automation, Customer feedback analysis.
- **Hands-on project**: Design a GenAI-powered customer support assistant for quick query resolution



## Module 8: GenAI in Data Analytics

- Overview of GenAI in data analytics.
- Data cleaning and preprocessing, Automated data insights, Predictive analytics.
- **GenAI integration with Sheets and Excel for data analysis.**
- **Hands-on project:** Build a GenAI-powered dashboard for business insights.

## TERM 2

## Advance GenAI For Tech Managers

**Duration:** 40 Hours

**Outcome of this term:** This term provides a foundational understanding of deep learning and large language models while emphasizing ethical AI practices and business integration.

## Module 1: Deep Learning Essentials for GenAI

- Topics: **High-level understanding of neural networks**, backpropagation.
- Popular frameworks (TensorFlow, PyTorch) in the context of GenAI.
- **Hands-on Exercise:** Build an end-to-end process diagram for deploying a deep learning-based GenAI solution within an organization.

## Module 2: Prompt Engineering for Managers

- Topics: Fundamentals of crafting effective prompts, strategies for optimizing AI responses.
- **Prompt templates** for different business use cases, basics of prompt chaining.
- **Hands-on Exercise:** Design and test prompts for a customer FAQ assistant or internal knowledge base tool.

### Module 3: Transformers and Large Language Models (LLMs)

- **Topics:** Introduction to transformers, attention mechanisms.
- Overview of LLMs (**GPT-3, ChatGPT, LLaMA**), business applications of LLMs.
- **Hands-on Project:** Customize prompts for a conversational AI model tailored to a company's customer service requirements.

### Module 4: Integration of OpenAI APIs

- **Topics:** Overview of OpenAI API capabilities.
- Data handling best practices, rate limits, **error handling**, compliance, and data privacy.
- **Hands-on Project:** Develop a high-level prototype for a web application using OpenAI API for content generation based on user inputs.

### Module 5: Building Applications with LangChain for Business Use

- **Topics:** **LangChain's** utility for workflow automation, sequential, memory, and conditional chains for **task-based** applications.
- **Hands-on Project:** Build a workflow prototype for automated report generation using LangChain.

### Module 6: Retrieval- Augmented Generation Fundamentals (RAG)

- **Topics:** Basics of RAG, combining generative and retrieval techniques for enhanced information recall.
- **Use cases for RAG in business.**
- **Hands-on Project:** Implement a RAG-based assistant to answer questions from an internal company FAQ or policy document dataset.

## Module 7: Overview of Model Deployment and Scalability

- **Topics:** Overview of model deployment techniques, best practices for production environments.
- **API setup**, scaling and monitoring model performance.
- **Hands-on Project:** Create a deployment strategy for a customer service chatbot, including model hosting, load balancing, and monitoring requirements.

## Module 8: Ethical Considerations in AI for Leadership

- **Topics:** Discussion on ethical AI practices, **bias detection** and mitigation, privacy concerns, responsible **AI usage**.
- Implications for leadership decisions.
- **Hands-on Case Study:** Conduct a risk assessment for an AI initiative to evaluate potential ethical challenges and suggest mitigation strategies.

# Executive-level real-time **Industrial Projects (Electives)**

## #1



### Sales Forecasting Using Generative AI

20 hours

- **Objective:** Develop a generative AI-based sales forecasting model tailored for decision-making in retail or FMCG domains.
- **Outcome:** Learners will create predictive sales reports and simulate scenarios for strategic planning.

## #2



### Employee Engagement Chatbot

20 hours

- **Objective:** Build a conversational AI chatbot that provides personalized employee feedback, wellness suggestions, and engagement insights.
- **Outcome:** Managers will learn to enhance HR processes using AI-driven solutions

## #3



### Strategic Decision Automation for Supply Chain

20 hours

- **Objective:** Create an AI system that generates actionable insights and strategies for inventory optimization and logistics planning.
- **Outcome:** Learn to automate decision-making processes, ensuring cost efficiency and reduced lead times.

## #4



### AI-Powered Personalized Marketing Campaigns

20 hours

- **Objective:** Design a GenAI tool to create personalized ad campaigns and content suggestions
- **Outcome:** Learn how to leverage AI to boost ROI through targeted and data-driven marketing strategies.

# Thank you!

For more queries and information  
please reach out to us at:

**+91 77956 87988**

Visit us at

**[www.learnbay.co](https://www.learnbay.co)**

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