***A No-Code Journey through Generative and Agentic AI for Product Managers***

**Course Objective**

To empower non-technical Product Managers with a practical, hands-on understanding of Generative AI and Agentic AI — enabling them to ideate, prototype, and collaborate with technical teams on AI-powered product features using no-code and free tools.

**Course Outcomes**

By the end of this 5-day program, participants will be able to:

* Explain the foundations of Generative AI and Large Language Models (LLMs)
* Design high-quality prompts for various business and product use cases
* Build no-code AI workflows and prototype simple applications
* Understand and evaluate Retrieval-Augmented Generation (RAG) for improved accuracy
* Simulate multi-agent systems using visual agent orchestration tools
* Make informed decisions about fine-tuning vs. prompting
* Apply responsible AI principles (privacy, safety, ethics) in product planning
* Create and present an AI-enabled feature proposal using course tools and techniques

**Prerequisites**

* No coding knowledge required
* Prior product management or digital product experience is helpful
* Open mindset to experimentation and collaboration with technical stakeholders
* Access to a laptop and free OpenAI account (for Playground or ChatGPT usage)

**Course Contents (5-Day Schedule)**

**Day 1: Foundations of Generative AI and Prompting Basics**

**Topics Covered:**

* What is Generative AI?
* Understanding LLMs (non-technical overview)
* Role of Product Managers in AI-powered features
* Basics of Prompting: structure, tone, intent
* Introduction to OpenAI Playground and ChatGPT

**Activities:**

* Hands-on: Try basic prompts and role instructions in Playground
* Group: Map GenAI use cases in your own product
* Reflection/Quiz: Prompt vs Output comparisons
* Evaluation Focus: Prompt clarity and context fit

**Tools Used:**

* ChatGPT / Cohere

**Day 2: Prompt Engineering Deep Dive and Reusability**

**Topics Covered:**

* Prompting techniques: Zero-shot, Few-shot, Chain-of-Thought
* Role prompting, structured output formats
* Prompt tuning: refining for business consistency
* Building reusable prompt templates
* Output control and debugging

**Activities:**

* Hands-on: Prompt tuning lab (3 iterations to refine output)
* Team: Create a prompt library (support, content, strategy)
* Reflection/Quiz: Identify prompt flaws and fix them
* Evaluation Focus: Prompt performance, tone match, structure

**Tools Used:**

* ChatGPT / Cohere

**Day 3: AI Workflows and Retrieval-Augmented Generation (RAG)**

**Topics Covered:**

* Transition from single prompts to AI workflows
* RAG explained: use cases, architecture, benefits
* RAG vs Fine-tuning: when to use which

**Activities:**

* Prototype a PDF-based Q&A assistant with RAG
* LLM Vs RAG
* Try Hugging Face RAG demos
* Group discussion: When to use retrieval, how to ensure relevance
* Evaluation Focus: Output relevance, hallucination reduction

**Tools Used:**

* Google colab
* Openai
* Chatgpt/cohere
* Hugging face

**Day 4: Agentic AI and Multi-Agent Systems**

**Topics Covered:**

* What is Agentic AI?
* Agents vs workflows vs chatbots
* Goal-setting, tool-usage, memory in agents

**Activities:**

* Group: Design agent flows for your own product scenario
* Evaluation Focus: Goal alignment, agent decision quality

**Tools Used:**

* Google colab
* Chatgpt/cohere

**Day 5: Fine-Tuning, Responsible AI, and Capstone Project**

**Topics Covered:**

* What is fine-tuning? When it helps (vs prompting or RAG)
* Local models and privacy-first AI (instructor demo only)
* Responsible AI: fairness, bias, hallucination, safety
* Build vs Buy: product strategy for AI features
* Evaluation frameworks for AI features

**Capstone Project:**

* Design and present an AI-powered feature for your product
* Must apply: prompt engineering + RAG or agents + ethical consideration
* Deliverable: Working prompt examples, architecture (workflow/agent), responsible AI checklist

**Activities:**

* Group work: Ideate → mock prompt → simulate RAG/agent flow
* Presentation + peer review + facilitator feedback
* Final reflection: What will you take back into your PM role?

**Tools Used:**

* All tools used during the week (re-applied)
* Google Slides (for presentation & roadmap)

<https://medium.com/@anbukkarasuak/empowering-chatbots-with-rag-a-practical-guide-with-flowise-ai-integration-fa6409397399>

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<https://www.codecademy.com/article/flowise-ai-tutorial>