

## Generative AI

**Duration – 40 Hours**

### Program Description

This program introduces participants to the transformative world of Generative AI, covering foundational concepts, advanced models, and practical applications. Participants will learn how AI can create text, images, audio, and video content, and understand the underlying technologies such as large language models, diffusion models, and transformers. The program emphasizes hands-on experience with real-world projects and tools to enable immediate application in professional and creative contexts.

### Learning Goals

- Understand the principles and evolution of Generative AI
- Learn about Large Language Models (LLMs) and generative models
- Gain hands-on experience in generating text, images, and multimedia content
- Explore AI tools and platforms for content creation
- Understand ethical, legal, and societal implications of generative AI
- Apply Generative AI techniques to business, marketing, and creative projects

### Course Topics

- Introduction to Generative AI
- Large Language Models (LLMs) and Transformers
- Text Generation and Prompt Engineering
- Generative Models for Images and Video
- Audio and Speech Generation
- Tools and Platforms for Generative AI
- Applications in Business, Marketing, and Creativity
- Responsible and Ethical Generative AI
- Hands-on Projects & Case Studies

**Modules can be customized to suit client's specific needs and duration accordingly**