



International  
Institute of Information  
Technology Bangalore

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**upGrad**

# **EXECUTIVE PROGRAM IN GENERATIVE AI FOR LEADERS**

Duration: 20 weeks



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# The Power of **Generative AI in Businesses**



The Gen AI revolution is transforming industries with its advanced capabilities, driving innovation and efficiency.

For business leaders, embracing Gen AI is essential to unlock new business models, enhance customer experiences, and streamline operations, gaining a significant edge over competitors.

This program empowers business leaders to harness the full potential of Gen AI. Leaders will learn to identify and implement Gen AI solutions that align with their strategic goals, ensuring their organizations remain at the forefront of innovation.

The program combines practical, hands-on learning with expert mentorship, ensuring participants can immediately apply their newfound knowledge. Personalised workshops provide mentoring tailored to their specific problem domains.

Adopting Gen AI is not just an opportunity but a pressing priority to stay ahead of the curve, and that's exactly what we aim to deliver with this program.

# About IIIT-Bangalore



IIIT-Bangalore is a premier institute dedicated to undergraduate and postgraduate programs specialising in Computer Science and Engineering (CSE), Electronics and Communication Engineering (ECE), Data Science and Artificial Intelligence (DSAI), Digital Humanities and Societal Systems (DHSS) and broader fields of IT and research. Situated in the heart of Electronic City, Bangalore, it holds a prominent position in the academic landscape. IIIT-Bangalore is graded A+ by National Assessment and Accreditation Council (NAAC).

IIIT-Bangalore contains state-of-the-art infrastructure, eminently qualified faculty, a vibrant alumni community, cutting-edge research facilities, and close industry collaborations.

The institute's specially designed courses make the students' cognizant of the current technologies. Experiential learning and practices followed in the institute equip them with the tools and knowledge to solve contemporary real problems. IIIT-Bangalore has consistently achieved excellent placement records every year since its establishment in 1998, thanks to the unwavering support of the industry and the expanding pool of highly skilled alumni.

For more details, log onto: [www.iiitb.ac.in](http://www.iiitb.ac.in)

# Why upGrad

upGrad is a leading global learning and workforce development company. We're on a single-minded mission of powering career success for every member of the global workforce as their trusted lifelong learning partner.

Established in 2015, we have over 10 million learners who have upskilled from a range of online and offline programs from top universities in India and the world; and in domains from ranging Data Science and Analytics, Business Administration, Marketing, Tech & Software Development, & Law.



# Key Highlights

## Program Overview



### Designed for Business and Functional Leaders

Coding or programming experience is not required to achieve the desired learning outcomes in this program.



### Exclusive One-Day Immersion at Microsoft

Access to one-day immersion at Microsoft & an optional immersion at IIIT-Bangalore.



### Capstone Project: Domain-Driven AI Implementation

Develop a personalized Gen-AI implementation roadmap tailored to your specific domain.



### Program Tools

Explore popular Gen AI tools like ChatGPT, DALL-E 2, Pinecone, and many more!



### Triple Certificate from IIIT-Bangalore, Microsoft & eCornell

Get certified by IIIT-Bangalore, Microsoft and eCornell on successful completion of the program.

\*Cost of immersion is not included in the program fees and has to be borne by the learner

# Program Features



## AI Leadership Challenges

- Tackle high-stakes scenarios, from building Gen-AI solution pitches in groups to handling simulated AI crisis management simulations.
- Get feedback from the mentors to master the Gen AI leadership scenarios.

## AI Insights: Personalised Reports

- Receive timely, curated reports and case studies on emerging AI trends, hand-picked by our AI experts and tailored to your specific domain and industry.
- Get actionable insights and key takeaways, empowering them to make data-driven strategic decisions.

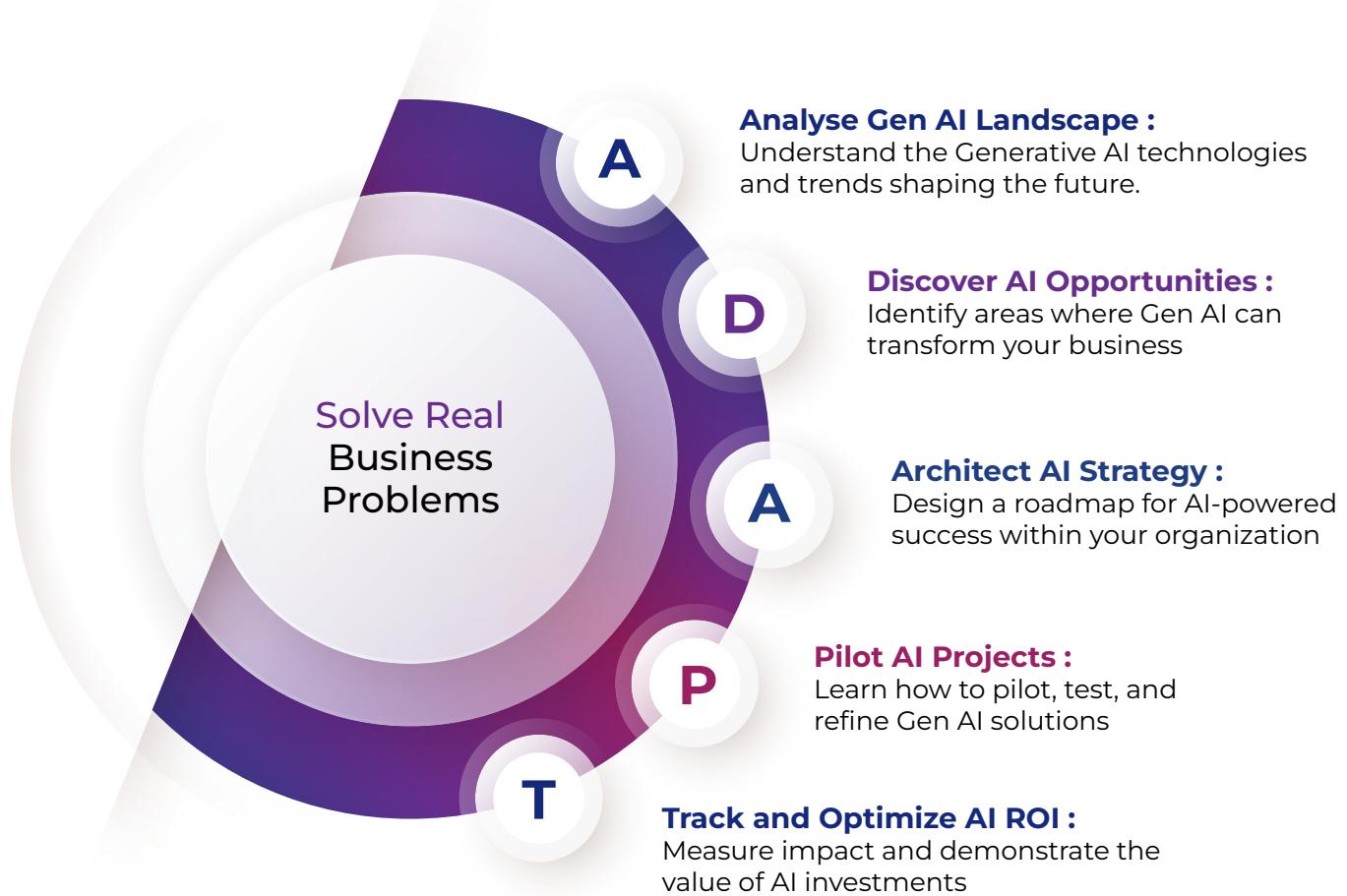
## AI-Powered Thought Leadership

- Receive guidance on building a powerful professional brand as an AI-savvy leader.
- Get access to sessions on crafting compelling AI content, explore opportunities to publish their insights, and potentially teach within upGrad courses to expand your reach and establish yourself as a thought leader.

# A.D.A.P.T Framework

## A.D.A.P.T Now:

- Path to Gen AI Leadership Excellence
- Learn Gen-AI skills through A.D.A.P.T framework to lead AI-powered transformation in your organisation



# Learn from Expert Faculty



## Shailesh Kumar

Chief Data Scientist



Former Vice President



Former Chief Scientist & Co-Founder



Former Principal Development Lead



At Jio, Shailesh leads a top-tier team advancing AI in sectors like education, healthcare, and security. With 20+ years of experience, his expertise spans machine learning, quantum AI, and IoT. A renowned speaker, he collaborates with government agencies and top universities, pushing AI's boundaries.



## Mukesh Jain

CTO, VP &  
Global Head  
People Analytics



Former CTO



Former Principal Manager



M-Tech in  
Software Systems



Mukesh Jain, CTO and VP at Capgemini, leads AI-driven innovation in people analytics. With 28 years of experience, he has led digital transformation at Microsoft, Jio, NICE, and VFS Global. An expert in technology and analytics, he's an international speaker and author of two books.



## Hindol Basu

Cofounder & CEO



Former Cofounder & CEO



Former Partner

TATA INSIGHTS AND QUANTS  
Impact Quantified

Former Senior Manager



Hindol, CEO and Co-Founder of Leobrix and Actify Labs, has led analytics at Tata Industries and FICO. He specializes in risk analytics and data-driven decision-making. At Citi bank, he developed advanced risk management solutions and led process innovation as VP of risk modeling.



## Dr. Chandrashekhar Ramanathan

Dean, Academics



Former Sr. Solutions Architect



Ph.D



Dr. Chandrashekhar Ramanathan, a professor at IIIT-Bangalore since 2007, specializes in data science, software engineering, and large-scale applications. With over 25 years of experience, he was named a top data science academician in India by Analytics India magazine in 2018 and 2019.



## Dr. V. Sridhar

Professor



Former Research Fellow



Former Professor



Former Assistant Professor



Dr. V. Sridhar, a professor at IIIT-Bangalore's CITAPP, specializes in telecommunications technology, management, and regulation. He has co-authored two books, published numerous articles in leading journals, and written about 300 articles on Telecom and IT in major business newspapers and magazines.



# Rajesh Sabapathy

Health-tech  
start-up



Former  
Manager



Former Software  
Engineer



MSc,  
Economics



Rajesh, an AI/ML leader, has driven innovation in healthcare using deep learning and big data. With expertise in Python, R, and cloud platforms, he has delivered significant business value and collaborated across various industries. Formerly Distinguished Engineer at Fortune 5 Healthcare Giant

# Our Class Profile



# Microsoft-Certified Advantage –

This program doesn't just prepare you for the world of Data Science & AIML—it gives you the Microsoft edge.

Learners earn industry backed certification from upGrad in association with Microsoft by completing specially designed modules integrated into the program, boosting both credibility and career readiness.



## Microsoft Learn content modules Certification Modules:

- Introduction to Generative AI Concepts
- Introduction to GitHub Copilot
- Design & Manage Analytics Solutions using Power BI
- Designing & Implementing a Data Science Solution on Azure

## Microsoft AI Immersion | Bangalore

Go beyond theory. In this exclusive, hands-on immersion led by Microsoft experts, you'll:

- Master advanced AI-powered collaboration & automation tools
- Build muscle memory with real-world Microsoft applications
- Gain insider strategies directly from the creators of the technology

### Why It Matters:

- Global Recognition – Microsoft badges showcase your skills worldwide
- Career Differentiator – Employers value certified Microsoft professionals
- Practical Edge – Learn tools you'll use daily in analytics, AI, and cloud

With industry backed certification from upGrad in association with Microsoft certification + IIITB's academic rigour, you graduate with **dual credibility**: academic excellence and industry validation.



# Your Personalised Gen AI Learning Journey



## Module 1: Understanding Gen AI Fundamentals

15+ hours of live learning and case studies covering AI fundamentals like LLMs and transformers.



## Module 2: Applications of Gen AI in Business

Engage in workshops focused on industry-specific business problems with 7+ hours of live learning and case studies.



## Module 3: Crafting Gen AI Strategy

Develop long-term Gen AI initiatives with 5+ hours of live sessions, case studies.



## Module 4: GenAI Project Planning

Develop hands-on skills in managing Gen AI projects through a workshop and 9+ hours of live learning and case studies.



## Module 5: Future of Gen AI

Understand emerging trends in Gen AI and develop a forward-thinking approach through a roundtable on "The Future of Work with AI".



## Module 6: Capstone

Complete an industry-mentored capstone project in a chosen domain with live reviews and feedback from mentors.

# Explore the Curriculum

## Module 01 | (Week 1-4)

### Understanding AI and Gen AI Landscape



#### Outcomes

- A thorough understanding of the foundational principles of AI and Generative AI.
- Familiarity with key AI technologies, including Large Language Models (LLMs) and Transformers.
- Acquire basic skills in navigating and understanding the technological aspects of Gen AI applications.

#### Topics

##### **Understanding AI and Gen AI Landscape**

- History of AI
- AI Paradigms
- Generative AI Landscape
- Leveraging Data for AI

##### **Generative AI in Business**

- Generative Models: Principles and Applications
- Impact of Generative AI on Business Functions: Opportunities & Automation
- Tools for Business Leaders: Applications and Contributions

# Explore the Curriculum

## Module 01 | (Week 1-4)

### Topics

#### **Foundations of Gen AI**

- Prerequisites for Gen AI for technical leaders
- Prerequisites for Gen AI for non-technical leaders
- Basics of ML, NLP, and language models

#### **Introduction to Large Language Models (LLMs)**

- Overview and Evolution of LLM and LLM Architecture
- Understanding Attention Mechanism
- Introduction to Reinforcement Learning
- Brief History of the GPT Model Series

#### **Advanced Prompt Engineering Workshop**

- Basic Prompting
- Prompt Engineering using Few Shot and Chain of Thought Reasoning Techniques
- Application of Prompt Engineering in Industry Tools: ChatGPT, DALL-E 2, MidJourney, Stable Diffusion, Runway
- Building chatbots using RAG and Finetuning

#### **Leveraging Gen AI for Improving Productivity**

- Chrome extension integration (ChatGPT for Sheets, etc.)
- Automation with agent chains
- Generative AI for data analysis and conversation insights

#### **Tech Stack for Generative AI Applications - I**

- LLMs (Closed vs OpenSource)
- Orchestrators for creating systems (LangChain and LlamaIndex)
- VectorDBs for storage (ChromaDB, Pinecone)
- Multimodal LLMs (Text, Images, Audio, Video)
- Choosing between Generative AI and Traditional ML
- Integrating Gen AI Components
- Future of Generative AI

# Explore the Curriculum

## Module 02 | (Weeks 5-7)

### Applications of Gen AI in Business



#### Outcomes

- Learn to identify and implement practical applications of Gen AI in various business contexts.
- Understand how Gen AI can drive business innovation and improve operational efficiencies.
- Develop the ability to analyze and solve business problems using Gen AI solutions.

#### Topics

##### **Applications of Gen AI in Various Industries**

- Industry-Specific AI Solutions
- Gen AI Applications
- AI in Diverse Sectors
- Gen AI Business Use Cases

##### **Frameworks for Identifying Generative AI Opportunities**

- AI Opportunity Identification
- Generative AI Frameworks
- Opportunity Assessment
- AI Innovation

# Explore the Curriculum

## Module 02 | (Weeks 5-7)

### Topics

#### **Design Thinking in AI Solution Development**

- Design Thinking
- AI Solution Development
- User-Centric Design
- Innovation in AI

#### **Prototyping and Validating Gen AI Concepts for Business**

- Develop prototypes of Gen AI concepts
- Validate prototypes for feasibility and effectiveness
- Refine concepts based on validation results

### **Workshop: Exploring Generative AI Potential in Your Own Business**



Learn to understand where all Gen AI can be implemented and processes can be automated for your business. Apply basic frameworks and design thinking to leverage Gen AI to your business.

# Explore the Curriculum

## Module 03 | (Weeks 8-9)

### Crafting Gen AI Strategy



#### Outcomes

- Master the skills to develop strategic frameworks for integrating Gen AI into business operations.
- Learn to plan, deploy, and scale Gen AI initiatives effectively within an organisation.
- Enhance strategic decision-making skills with a focus on long-term integration of Gen AI technologies.

#### Topics

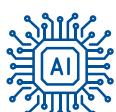
##### Strategic Implications of AI in Business

- Business Strategy
- Automation
- Decision-making
- Competitive Advantage
- Cost Organisation

##### Building AI-Driven Business Models

- AI Opportunity Identification
- Generative AI Frameworks
- Opportunity Assessment
- AI Innovation

#### Workshop: Developing an AI Strategy for Your Business



Build an AI strategy for your business and understand implications of AI integration, data driven decisions and automation.

# Explore the Curriculum

## Module 04 | (Weeks 10-13)

### Gen AI Project Planning



#### Outcomes

- Develop hands-on skills in managing the lifecycle of Gen AI projects, from inception to deployment.
- Gain practical experience in troubleshooting and overcoming common challenges in Gen AI project management.
- Acquire project management skills specific to AI-driven initiatives, enhancing efficiency and effectiveness.

#### Topics

##### **AI Project Lifecycle & Management**

- Planning and Scope Definition
- Development and Implementation
- Monitoring and Iteration

##### **Planning and Executing AI Projects**

- Project scoping and goal setting
- Data collection, preprocessing, and feature engineering
- Model selection, training, and evaluation

# Explore the Curriculum

## Module 04 | (Weeks 10-13)

### Topics

#### Scaling and Maintaining AI Projects

- Scale infrastructure as needed
- Monitor model performance

#### Measuring Gen AI Impact & ROI on Projects

- Define project goals and metrics
- Track KPIs to assess impact and ROI
- Analyse results for improvements

### Workshop: Executing AI Strategy for Your Business



Learn to execute AI strategy for your business by applying Gen AI project lifecycle and management principles, measure ROI and Gen AI impact on the business.

Build an AI strategy for your business and understand implications of AI integration, data driven decisions and automation.

# Explore the Curriculum

## Module 05 | (Weeks 14-15)

### Future of Gen AI



#### Outcomes

- Understand emerging trends and innovations in the field of Gen AI.
- Prepare to adapt and respond to future advancements in AI technologies.
- Cultivate a forward-thinking approach to utilizing upcoming Gen AI capabilities in various sectors.

#### Topics

##### **Applications of Gen AI in Various Industries**

- Emerging AI Trends Identification
- Entrepreneurial Opportunities
- Future Scope in Generative AI Landscape
- Ethical and Legal Considerations in AI Usage

##### **Round Table Discussion**

- The Future of Work with AI [Interactive]

##### **Responsible AI: Ethics, Bias & Regulation**

- Ethics and Bias
- Algorithmic Bias
- AI Responsibility

# Explore the Curriculum

## Module 05 | (Weeks 14-15)

### Topics

#### **Review and Reflect: Key Learnings and Next Steps**

- Reflect and summarise the learnings of the program
- Implement feedback on the workflow created in interactive workshops

#### **Capstone Project (Weeks 16-18): Domain-specific AI Implementation**

### eCornell Course

- Quality and Service Excellence
- Leading Collaborative Teams
- Strategic Decision Making
- Leading with Credibility
- Motivating People for High Performance
- Coaching Skills for Leaders

**Note\***- Completion of this optional course is a must in order to obtain a certification from eCornell.

### Microsoft Course

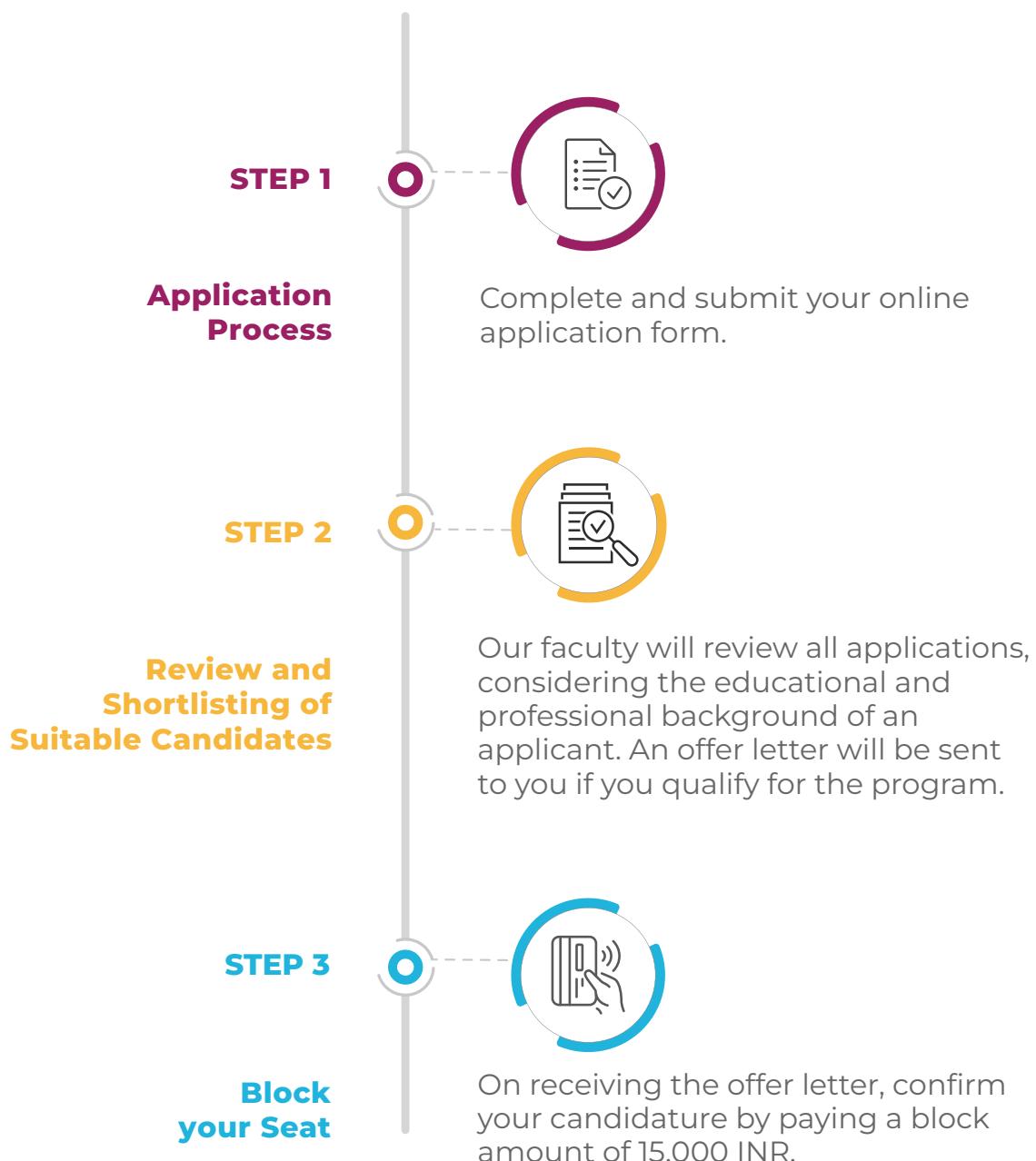
- Transform your business with Microsoft AI
- Introducing Microsoft 365 Copilot, Getting Started and Getting Ready
- Copilot for Microsoft 365 Interactive Experience for Executives
- What Can Copilot's Earliest Users Teach Us About Generative AI at Work?
- Craft effective prompts for Microsoft Copilot for Microsoft 365
- Data, Privacy, and Security for Microsoft Copilot for Microsoft 365
- Manage data security for Copilot for Microsoft 365
- Manage data compliance for Copilot for Microsoft 365
- Microsoft 365 reports in the Admin Center – Copilot for Microsoft 365 readiness and usage

**Note\***- Completion of this optional course is a must in order to obtain a certification from Microsoft.

# Ready to Get Started? **Apply Now.**

## **Eligibility:**

Bachelor's Degree | 4+years of work experience preferred.





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