Department of
Management Studies

Graphic Era
deemed to be University
DEHRADUN

EXECUTIVE DEVELOPMENT PROGRAM

in

Generative AI for All

EXECUTIVE DEVELOPMENT PROGRAM
in
Generative AI for All

DURATION:
12 Months

CATEGORY:
Generative AI

COURSE FEE:
₹1.70 Lakhs

BROCHURE

Program Details

Executive Development Program in Generative AI for All is a comprehensive, beginner-friendly learning experience designed to introduce participants to the rapidly evolving world of Generative Artificial Intelligence. The course provides a strong foundation in key concepts, helping learners understand what Generative AI is, how it functions, and why it is transforming industries across the globe. Participants explore the fundamentals of large language models (LLMs), prompt engineering techniques, and the underlying principles that enable AI systems to generate human-like text, images, and other forms of content.The curriculum is designed for professionals with basic analytical aptitude. Through engaging video lessons, practical exercises, and hands-on assignments, learners gain a clear understanding of how AI technologies can be applied to solve real-world challenges and improve productivity in both personal and professional settings.

In addition to technical concepts, the program emphasizes the practical and ethical aspects of Generative AI adoption. Learners are introduced to a wide range of real-world applications across business operations, content creation, customer engagement, decision-making, and workflow automation. The course also covers important topics such as responsible AI usage, bias mitigation, data privacy, and the societal implications of increasingly intelligent systems. Participants gain exposure to advanced and emerging technologies, including Retrieval-Augmented Generation (RAG), AI agents, and modern AI-powered automation tools, enabling them to understand the future direction of the field. As a self-paced program, it offers flexibility for students, working professionals, entrepreneurs, and lifelong learners to progress according to their schedules while earning a recognized certificate upon successful completion. By the end of the course, participants develop essential AI literacy, practical knowledge of Generative AI tools, and a deeper appreciation of how these technologies are reshaping industries, creating new opportunities, and influencing the future of work and society.

Pedagogy

The teaching approach will be highly interactive and deploy diverse pedagogical tools and techniques including lectures with practical, solving real world problems, and general discussions. In order to provide greater industry insights, practitioners would also be invited to share their experiences.

Programme Delivery

Sessions will be conducted via a state-of-the-art Interactive Learning (IL) platform and LMS-enabled delivery mode that can be accessed by learners on their Desktop, Laptop, Tablet or Smartphone. Participants will be provided reading materials, etc., for each course. They may also interact with the concerned faculty through e-mails/chat mode.

Programme Content

M1.
Foundations of AI and Generative AI

This module introduces the evolution of Artificial Intelligence, covering key concepts such as Machine Learning, Deep Learning, and Neural Networks. Participants learn how machines process data, make predictions, and generate content through Generative AI. The module also explores Large Language Models (LLMs), Foundation Models, the AI ecosystem, and emerging trends shaping business and technology.

M2.
Generative AI Technologies and Prompt Engineering

Participants gain an understanding of key Generative AI technologies, including transformer architecture, Natural Language Processing (NLP), and multimodal AI systems. The module introduces leading models such as GPT, Gemini, Claude, and Llama, while covering prompt engineering techniques, including zero-shot, few-shot, chain-of-thought, role-based prompting, and prompt optimization through hands-on practice.

M3.
Business Applications of Generative AI

This module explores the impact of Generative AI across key business functions. Participants learn how AI enhances marketing, sales, customer service, human resources, operations, and finance through content creation, personalized engagement, chatbots, recruitment support, process automation, report generation, risk assessment, forecasting, and other data-driven applications that improve efficiency and decision-making.

M4.
AI Tools, Productivity, and Intelligent Automation

This module introduces practical AI-powered tools designed to enhance workplace productivity and optimize business processes. Participants learn about AI copilots, document summarization, meeting transcription and analysis, presentation creation, and workflow automation solutions. The module highlights how AI can improve efficiency, support informed decision-making, and enhance performance across diverse organizational functions.

M5.
Building AI-Powered Solutions

Participants learn the key components required to design and implement enterprise AI solutions. Topics include Retrieval-Augmented Generation (RAG), vector databases, AI agents, autonomous workflows, API integration concepts, and the use of no-code and low-code AI platforms. The module provides practical insights into developing scalable, business-focused AI applications that integrate seamlessly with existing systems and processes.

M6.
Responsible AI, Governance, and Organizational Strategy

This module addresses the ethical, legal, and governance considerations associated with AI adoption. Participants examine AI ethics, bias and fairness, data privacy and security, regulatory requirements, and AI governance frameworks. The module also focuses on developing organizational AI strategies by identifying high-value use cases, assessing AI maturity, managing change, measuring return on investment (ROI), and creating roadmaps for scaling AI initiatives across the enterprise.

M7.
Industry Use Cases, Case Studies, and Capstone Project

The final module explores real-world applications of Generative AI across industries including banking, healthcare, manufacturing, retail, education, and IT consulting. Through case studies, participants learn from successful AI implementations and industry best practices. The program concludes with a capstone project focused on solving a business problem using Generative AI and developing a practical implementation roadmap.

Program Highlights

- Builds foundational and applied competency in Generative AI.
- Under the Large Language Models.
- Unique blend of multidisciplinary subjects.

Key Learning Outcomes

After completing this program, the participants shoudl be able to:

- Learn about the Generative AI.
- Learn how to use Large Language Model (LLM).
- Be able to create Machine Learning algorithms in Python, using NumPy stats models and scikit-learn.
- Use state-of-the-art Deep Learning frameworks such as Google's TensorFlow Develop a business intuition while coding and solving tasks with big data.
- Improve Machine Learning algorithms by studying underfitting, overfitting, training, validation, n-fold cross validation, testing, and how hyperparameters could improve performance.

Who Should Attend?

- Middle and top-level managers with at least seven years of work / industry experience
- Computing background is not necessary.

Selection Process

Screening and Selection will be done by Graphic Era (Deemed to be University), Dehradun

Eligibility Criteria

- Minimum two years of work experience in a relevant area in leadership or managerial role.

Assessment

A minimum of 75% attendance to the LIVE lectures is a prerequisite for the successful completion of this program. There will be periodic evaluations built in throughout the duration of the course. These maybe in the form of a quiz, experiential assignment, project, case studies or other objective/subjective assessments. The evaluations are designed ensure continuous participant engagement with the course and encourage learning. The main objective of the assignment and projects will be to help participants apply their conceptual learning from the programme to actual organizational decision-making scenarios. Passing qualification for the program will be based on (a) attendance requirement (b) mandatory number of experiential assignment submissions and (c) project submission. Participants who successfully complete the same will be awarded a certificate of completion by GEU. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate by GEU.

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