

In collaboration with

upGrad



Generative AI Mastery Certificate for **Managerial Excellence**

Lead Smarter with AI



 Increase Productivity

 Solve Problems

 Upskill Team

 Lead AI Initiatives

Revolutionize Your Business Management with AI



72%
of business leaders

termed AI a “business advantage” and believe it to be essential for the future

(Source: PwC)

3/4

CEOs
believe
the organisation

with the most advanced generative AI win

(Source: IBM)

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This program is designed for managers, business leaders, strategy professionals, and decision-makers looking to harness AI for smarter leadership, faster execution, team growth and data-driven strategy.

As part of this program, you will:

- Master AI-driven decision-making and problem-solving
- Develop prototypes for AI-based solutions
- Learn to build AI-empowered teams and enterprises

Get certified by the best in AI and upskilling



This certificate is representative, and subject to change at the discretion of upGrad and Microsoft

About the Program

This is a unique program where you learn from experts currently leading AI enablement for businesses, about how to enhance personal productivity, build AI solutions for your teams, develop a visionary AI strategy for enterprises, and lead AI transformations



8 Weeks

Optimised learning for professionals

10+ GenAI Tools

Ace top AI tools for management, productivity, and development



1 Capstone Project

Build an AI solution for your business

Free Copilot License

Get it for two months



4 Hours/Week

Flexible learning for busy professionals

Program Curriculum

MODULE 1

Module 1: Understanding Generative AI and Its Business Potential

- **Enhancing Personal Productivity As Managers**
 - Perform extensive market/product research 10x faster with better results
 - Perform complex data analysis and visualisations using GenAI
 - Optimise your project management and communications skills
 - Create CustomGPTs to automate and augment your daily tasks
- **The Tech Behind Gen AI**
 - Understand the software development process and its augmentation with GenAI tools
 - Learn the technology behind the GenAI in detail
- **AI For Businesses**
 - Explore various GenAI use-cases in the business world in terms of automation, augmentation, personalisation and generation
 - Detail out GenAI's current and future capabilities and limitations

MODULE 2

Module 2: Identifying and Evaluating AI Opportunities

- **Problem Identification**
 - Identify the problem areas that AI can solve
 - Build 5 AI Identification reports for your business
- **Solution Building**
 - Leverage Design Thinking principles for AI solution development
 - Build AI solutions prototype through no-code tools

MODULE 3

Module 3: Managing Gen AI Solutions

- **Podcast Discussion**
 - Gather insights from a candid discussion with Kartik and Sidharth based on their professional experiences around topics like Leveraging AI for Internal Team, Company Strategy around AI, Building AI teams, AI Solution Implementation, and AI Governance and Ethics

Tools

ChatGPT Microsoft 365 Copilot Perplexity Claude AI

Bubble Consensus Bolt Scispace Julius

Key Demonstrations

LinkedIn Zoom Coco-Cola Cadbury Disney Heinz

- Build reports for problem statements in your business that can be solved using GenAI
- Build an AI prototype for any one problem statement identified above
- Podcast like discussion with experts around AI strategising and implementation

Ask anything



Search



Learn from the Best in the AI-ndustry



Kartik Ranganathan



CIO - Digital & IT @
Engie

Ex-IT Leader at Shell,
Salesforce, Mashreq

Top 100
AI Leaders

Digital Transformation
& Innovation Expert

Ex-Consultant at
KPMG and Infosys

Top 100 AI
Pioneers in India



Sidharth Balakrishna



Sr. Partner -
BOD Consulting

Board of Directors -
Zee Group, Ex - MD

Adjunct Faculty at
IIMs, FMS, BITS & more

Published writer
of 6 books

Cover of 'Corporate
Citizen' Magazine - 2018

Ex-Consultant at
KPMG and Acceture



Krishna Kumar



CEO, GreenPepper

Collaborated with top IIMs to
develop GenAI initiatives

Led 150+ digital transformation
projects across industries

Conducted 100+ GenAI Workshops
with 30k+ learners



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