



# DBA in Emerging Technologies with Concentration in Generative AI

36 Months

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# About Golden Gate University - San Francisco



Golden Gate University (GGU) has been a leader in higher education for working professionals since 1901. Based in the heart of San Francisco, GGU has spent more than 120 years advancing its mission to make high-quality education accessible and affordable. As one of the first universities to embrace online learning in 1996, GGU continues to expand opportunities for learners worldwide to earn a respected U.S. degree from anywhere in the world. Today, the university's strong network of more than 70,000 alumni includes NASA astronauts, mayors, entrepreneurs, industry innovators, and leaders in law, politics, and business.

"Golden Gate University has spent more than a century educating working adults and equipping them to lead in their fields. Our partnership with upGrad is a powerful extension of that mission—bringing GGU's practitioner-led programs to ambitious learners around the world, no matter where they live or work. This collaboration reflects an innovative model for global access to career-relevant education, and we are proud to support it with scholarship opportunities that make a GGU degree even more attainable."

**Bruce Magid**

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Provost

Golden Gate University, San Francisco

# Why Golden Gate University?



FOUNDED IN  
**1901**

**5,475**



TOTAL ENROLLMENT, AY 24 - 25

10% UNDERGRADUATE | 88% GRADUATE | 2% LAW



**436**

INTERNATIONAL  
STUDENTS AT GGU  
AY 24 - 25

**3,230**

GGU WORLDWIDE  
STUDENTS  
(International Online)



**WASC**

Senior College and  
University Commission

ACCREDITATION



MEMBERSHIP



## INDUSTRY-EXPERIENCED FACULTY

At GGU, 80% of our faculty are scholar practitioners who currently work in the fields they teach. You'll learn directly from experts who can share valuable insights into what today's employers are looking for.



## WORLD-CLASS EDUCATION

We're committed to providing adult learners with the best education available. Our programs are accredited by WASC Senior College and University Commission (WSCUC).



# Life At Golden Gate University



Located in the heart of the Bay Area, near the center of downtown San Francisco, Golden Gate University has San Francisco's legal and financial districts on one side and the growing South of Market corporate corridor on the other.

With the city as an extended campus, San Francisco's incredible diversity and rich blend of cultures from around the world prepare students for today's global market. The campus is surrounded by easy access to public transportation, giving students multiple commuting options and access to explore this exciting city and its beautiful surrounding region.

The Bay Area's nine counties encompass more than 7,100 square miles of major cities, rugged coastline, bay shoreline, forests, mountains and open space, including a 76,500 acre national recreation area — a dramatic setting to live, work and learn.

# About upGrad

upGrad is a leading online education platform empowering professionals to reach their full potential through flexible, engaging learning experiences. We partner with top global universities, including Golden Gate University, Edgewood University, ESGI International School of Management Paris, Liverpool Business School, Paris School of Business, Liverpool John Moores University, Northeastern University, among others to offer a wide range of career-focused programs.

As professionals juggle demanding careers and personal commitments, traditional education often feels out of reach. upGrad bridges this gap by making high-quality learning accessible and practical, so education becomes an enabler, not a hindrance.

**20M+**

hours of learning

**10M+**

learners

**100+**

countries

**80+**

university partners



**GSV EDTECH 150**  
Top 150 Most Transformative  
Growth Companies



**BRANDON HALL  
GOLD AWARDS**  
15+ Across 2 Years



**PROMISING BRAND 2022**  
The Economic Times



**EDUCATION COMPANY  
OF THE YEAR**  
VC Circle, 2022



# The upGrad Advantage: Six leadership outcomes only we deliver

Leverage your doctoral work beyond academia, whether through publication, innovation, product creation, or entrepreneurship.

## 1. Boardroom Consultant

Earn a revered PwC Directorship and Board Advisory Certification, and be officially recognised as a force to reckon with in the eyes of board nomination committees and executive search firms. Signal your fluency across board-level matters to the world of corporate governance. From risk and compliance, to mergers and acquisitions, to environmental and societal governance.

## 2. Published Author

Transform your doctoral dissertation into a book or a journal article, and position yourself as a published thought leader in your domain. Establish yourself as a top voice beyond academia. Be quoted by trade media, and be invited to panels at conferences. Learn storytelling from published authors. Turn your “someday I’ll write a book about this” into today!

### Published Work by Our DBA Students

**The Ethical Compass:** An upGrad Learner Explores Decision Science in India's Business Landscape

**Disruptive Innovation:** Why Leading Companies Thrive or Fail

**Govern Like a Twin:** Simulate. Validate. Elevate: says upGrad Learner in his Thesis

**Frugal Innovation:** How Emerging Space Markets are Redefining the Space Race

## 3. Industry Professor

Give back your entire career’s worth of wisdom, and inspire the leaders of tomorrow. Teach as an industry expert, at top universities, by seamlessly pivoting to academia without stepping away from your professional role. Cement your legacy as an icon who not only led the industry but inspired the next generation.

## 4. Product Creator

Get a clear, practical path from tech leaders who've turned ideas into products. Productise your ideas and turn concepts into business growth. Spot opportunities to solve real challenges using emerging tech! Design winning strategies, prototype and pilot quickly with secure leadership buy-in. Track ROI, create impact!

## 5. Patented Innovator

Protect the innovations born out of your doctoral research, with our network of top tier law firms specialising in Intellectual Property. From thorough patentability analysis to defining a unique defensible space, to drafting claims using precise legal language to build an ironclad IP that transforms your brilliance into bankable value.

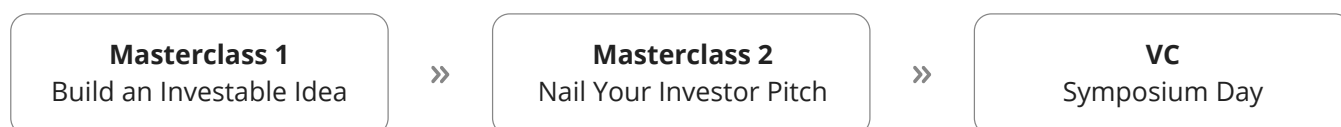
### Advantage for Patent Grants



## 6. Funded Entrepreneur

Get direct mentorship from established VCs and Founders. Master the art of pitching your business via Silicon Valley storytelling and business models made to withstand the toughest of investor scrutiny. Then culminate your journey at our exclusive VC Symposium Day where you'll get to pitch to real investors with chequebooks in hand!

### Your Roadmap from Vision to Venture Funding



*Note: These services are offered at an additional cost.*



# About the Program

The Doctor of Business Administration (DBA) in Emerging Technologies with a Concentration in Generative AI is a first-of-its-kind. A 3-year doctoral program and the highest postgraduate qualification for working professionals. Designed for industry leaders, CXOs, and high-achieving entrepreneurs, the program equips participants to navigate and lead through the disruptive changes brought forth by Generative AI. Organizations that can effectively harness this technology will gain a decisive competitive edge, and this DBA prepares its graduates to drive that transformation.

The journey begins with application-based coursework across technical, business, and research tracks, building both confidence and capability to integrate Generative AI into real-world business growth. They will then be encouraged and guided to select a thesis topic addressing the opportunities or challenges Generative AI presents to their organization, industry, or cause. Through intensive workshops led by world-class faculty, learners develop rigorous, research-backed dissertations grounded in applied problem-solving.

A hallmark of the program is its 2 global immersion sessions in San Francisco, and Singapore.



These week-long experiences provide invaluable opportunities to engage with faculty, thought leaders, and peers from around the world, fostering networks that extend beyond the classroom.

# Program Outcomes

Graduates of the DBA program will achieve the program's primary objectives through the development of:



A thorough knowledge of the scientific and scholarly research methods and their application in the business setting in a senior management position, as a consultant, as a professor at the university level.



Advanced critical thinking, conceptual and analytical skills.



A strong understanding of both the seminal theories and the latest practices in business management including an advance and intensive knowledge of theory and practice in one field of business.



Intensive knowledge of theory and practice in a chosen field of business or public management.



Advanced ability to use research tools to perform original applied research that advances business knowledge.



An appreciation of cultural, ethical, and global issues and their impact on business theory, privacy and practices.



Advanced skills necessary for effective decision-making in complex environments through integrating theoretic insights with practical knowledge.



Ability to apply these tools in an ethical and responsible manner as it impacts society and humanity.

# About the Faculty

**70+**

Successful Patents

**415+**

Papers in Top Research Journals

## Prolific entrepreneurs sharing real-life lessons from their experience



Worked with Philips, Siemens, DRDO, Vodafone, IBM previously and consulted with fortune 500 companies



Scholars of elite institutions across the globe - IISC, IIT, Carnegie Mellon, Johns Hopkins, University of Texas, University of Colorado, Columbia University, University of London



Cross-functional expertise - IOT, AI/ML, Blockchain, Trading, Business

We have gathered a cross-disciplinary team of faculty who are researchers, consultants, authors, and experienced practitioners. They stand at the forefront of their disciplines and are often tapped by top executives for consultative advice. They're dedicated to creating the most rewarding learning experiences and will be readily accessible for informal conversations throughout the program.

# Faculty



## Dr. Mick McGee

- DPA from Golden Gate University, USA. Associate Dean of GGU Worldwide and DBA Program Director
- Multi-awarded professor, published author, and in-demand speaker
- Former Vice President for Organizational Development at HSBC Bank and Command & Staff Officer in the U.S. Army (1972-1992)
- 21+ years of academic and leadership experience, specializing in higher education management
- Areas of Interest: Organizational Development, Leadership Training



## Dr. Jay Gonzalez

- Ph.D. in Political Science from the University of Utah, USA and is the Former Dean of Heald College's School of Business and Technology
- 25+ years of experience
- Contributed to the development and coding of multiple World Bank Socio-Economic and Time Series (STARS) datasets
- Co-author/co-editor of books i.e. Cybersecurity and The World Remade by AI
- Areas of Interest: Emerging Technologies, Public Policy, and Business





### **Dr. Dakshinamurthy V Kolluru**

- B.E. from NIT Trichy, India and M.S. and Ph.D. from Carnegie Mellon University, USA
- 20+ years of experience
- Areas of Interest : ML, Optimization, Artificial Neural Networks, Deep Learning, Text Mining, Mathematical Algorithms, Pattern Extraction



### **Dr. Venkatesh Sunkad**

- Ph.D. from the University of Colorado, USA | M.S from the University of Texas at Arlington, USA
- 20+ years of experience
- Areas of Interest : IoT, Systems Architecture, Network Security, Machine Learning, IT Strategy



### **Dr. Sreerama K. Murthy**

- Ph.D. from Johns Hopkins University, USA | M.Tech. from IIT Madras, India
- 20+ years of experience
- Areas of Interest : Machine Learning, AI-driven Digital Transformation, Intelligent Data Infrastructures, Fintech, Healthcare & Media Analytics



### **Dr. Anand Jayaraman**

- Ph.D. in Physics from the University of Pittsburgh, USA | B.Tech. from IIT Bombay, India
- 20+ years of experience
- Areas of interest: Data Analytics, Machine Learning, Retail Forecasting, Quantitative Model Building, Time Series Analysis, Derivatives Trading, Futures Trading



### **Dr. Sridhar Pappu**

- Ph.D. from The University of Texas at El Paso | BE from National Institute of Technology Tiruchirappalli
- 24+ years of experience
- Areas of interest: Statistics and Probability for Data Science, Machine Learning, Data Visualization, Storytelling with Data



### **Dr. Manish Gupta**

- Ph.D. from University of Illinois at Urbana-Champaign | MTech from IIT Bombay | BE from Mumbai University
- 13+ years of experience
- Areas of interest: Deep learning, Machine learning, Natural Language Processing, Web Mining, Information Retrieval, and Data Mining



### **Dr. L. Srinivasa Varadharajan**

- Ph.D. from University of Missouri-Saint Louis | MSc from IIT Madras
- 23+ years of experience
- Areas of Interest : Machine Learning, AI-driven Digital Transformation, Intelligent Data Infrastructures, Fintech, Healthcare & Media Analytics



### **Dr. Shonraj Ballae Ganeshrao**

- Ph.D. from University of Melbourne | MPhil from Birla Institute Of Technology And Science
- 12+ years of experience
- Areas of interest: AI in Healthcare



### **Dr. Kishore Reddy Konda**

- Ph.D. from Goethe University Frankfurt | Masters in Computer Science from The University of Bonn
- 12 years of experience
- Areas of interest: Application of Deep Learning and Generative Model Research in Fields of Knowledge Discovery, Data Quality Management, Data Compliance and Governance and OCR



### **Dr. Sunil Kumar Vuppala**

- M.Tech from IIT Roorkee, Ph.D. from IIIT Bangalore, Senior Management Program (SMP) from IIM Ahmedabad and Master of Business Law (MBL) from NLSIU, Bangalore
- 20 years of experience
- 40+ patents with 20+ patents in Healthcare and Telecom
- 30+ papers published
- Areas of interest: Machine Learning, Deep Learning, Optimization, Trusted AI, Gen AI and Internet of Things.



### **Dr. Sumitra Padmanabhan**

- Ph.D. from Nirma University, Ahmedabad | MS Data Science from LJMU, UK | MTech from BITS Pilani
- 26 years of experience
- Areas of interest: Machine learning, Natural language Processing, Data Mining, Mathematical modeling, ML for Space weather, Business Analytics

# Curriculum

Phase	Course	Details	Credits
Foundation	Course 1: Doctoral Research Methods and Analysis	<ul style="list-style-type: none"><li>Advanced Research and Ethics for Doctoral Writing and Action Research</li><li>Qualitative Research Methods: interviews, focus groups, case studies</li><li>Writing &amp; research skill improvemen</li></ul>	4
	Course 2: Emerging Digital Technologies	<ul style="list-style-type: none"><li>Introduction to Emerging Technologies: IoT, HPC, Quantum Computing, Neuromorphic Computing, Cybersecurity, Blockchain, AR/VR, RPA, Digital Twin</li><li>Applications and Strategic Importance in Business Transformation</li><li>Technology Integration: Strategy Development and Operational Implementation</li><li>Final Project: Practical Application of Emerging Technologies</li></ul>	4
Concentration	Course 3: Foundations of Machine Learning and AI	<ul style="list-style-type: none"><li>Decision Modelling, Machine Learning and Applications</li><li>Data Visualization and Storytelling</li></ul>	4



	<ul style="list-style-type: none"> <li>Supervised and Unsupervised Learning Techniques</li> <li>Learning Theory: Bias, Variance</li> </ul>	
Course 4: Deep Learning and its Variants	<ul style="list-style-type: none"> <li>Advanced AI/ML Techniques for Image and Text Processing</li> <li>Autoencoders, CNNs, RNNs, Seq2Seq Models, and Transformers</li> <li>State-of-the-Art Methods and Applications</li> </ul>	4
Course 5: Generative AI Using Pre-Trained Models	<ul style="list-style-type: none"> <li>In-House versus Pre-Trained Model Usage</li> <li>Conceptual Understanding of Large Language Models (LLMs), e.g., ChatGPT</li> <li>Image Generators and Other Generative Techniques</li> <li>Business-Driven Model Selection</li> </ul>	4
Course 6: AI Project Design and Execution	<ul style="list-style-type: none"> <li>Shift from In-House Model</li> <li>Training to Pre-Trained Models on Public Data</li> <li>Distinguishing Approaches for Business-Focused Decisions</li> <li>Hands-On Activities</li> <li>Coverage of LLMs and Image Generator</li> </ul>	4
Course 7: Responsible AI	<ul style="list-style-type: none"> <li>Shift from In-House Model</li> <li>Training to Pre-Trained Models on Public Data</li> <li>Distinguishing Approaches for Business-Focused Decisions</li> <li>Hands-On Activities</li> <li>Coverage of LLMs and Image Generator</li> </ul>	4

<b>Dissertation</b>	Course 8: Topic Proposal	<ul style="list-style-type: none"> <li>• Develop dissertation topic and proposal</li> <li>• Includes significance, context, literature review, data, and methodology</li> </ul>	8
	Course 9: Proposal Defense	<ul style="list-style-type: none"> <li>• Present the first three chapters of the dissertation: Introduction, Literature Review, and Research Design</li> <li>• Emphasize clarity, contextual relevance, a comprehensive</li> <li>• review of literature, and a clearly defined research approach</li> </ul>	8
	Course 10: Completion and Approval by Committee	<ul style="list-style-type: none"> <li>• Engage in scholarly dissertation research under the guidance of a mentor</li> <li>• Culminate the research process with the submission of a well-written dissertation</li> </ul>	12

Each course is followed by a project-based assessment.

### **Years 2 And 3: Research Phase (28 Credits)**

Once you have developed a firm understanding of the theoretical concepts, you will now start working on earning your doctorate over the next 2 years.

#### **Thesis Development Workshops**

These biweekly workshops with the faculty will help you plan your approach, topic selection, organization, and presentation of your final dissertation.

#### **Thesis Review Committee**

Every 4 months, you will have a one-on-one session with the Thesis Review Committee. These sessions will help you evaluate your progress and help with any queries related to your dissertation.

### **Key Milestones**

Dissertation Topic Defense - By The End Of Year 2

Final Dissertation Defense - By The End Of Year 3

# Global Leadership Immersions



We believe in creating an ecosystem that fosters the exchange of ideas and culture. Each year of the DBA will culminate in a week-long immersion, at which time you will travel to the specified location and meet in person with your faculty and peers.

The immersion is designed to maximize your experience by incorporating engaging panel discussions with other industry leaders, one-on-one sessions with faculty to guide you in selecting a relevant thesis outcome, and interactive activities to promote peer camaraderie.



# Each of the immersions will take place in a distinct global center of influence and innovation:

1. First Immersion will be in Singapore (5 days)
2. Second Immersion will be in San Francisco (5 days)







1. This is only an indicative itinerary. The actual number of days of each immersion will be confirmed closer to the immersion date
2. Participants are responsible for booking their own flights accommodation and arranging the necessary visas. You will be informed well in advance of the schedule so that you can plan accordingly. All related costs are to be covered solely by the participants.

# PwC Directorship & Board Advisory Certificate

The Directorship & Board Advisory Certification is a specialized executive program designed for professionals aiming to transition into board-level roles. Delivered in collaboration with PwC Academy, this immersive program cultivates strategic thinking, ethical governance fluency, and boardroom confidence through live sessions, real-world simulations, and expert-led masterclasses.

The program comprises approximately 20 hours of live lectures, conducted through masterclasses led by PwC experts. The batch schedule will be communicated to learners well in advance.

## Program Outcomes

### Practical Board Skills:

Develop boardroom fluency, strategic thinking, and key frameworks necessary for effective boardroom preparedness.

### Stakeholder Influence:

Learn how to manage stakeholder expectations, enhance investor relations, and ensure strategic alignment with organizational vision and values.

### Governance & Compliance:

Gain deep insights into Indian and global corporate governance standards, legal responsibilities, ethical conduct, and risk mitigation strategies.



# Curriculum Overview



## **An Overview of the Modern Board**

Introduction to the Board of Directors and modern boardroom dynamics, covering roles and responsibilities, legal obligations, disqualifications, powers, ethical frameworks, “officer in default,” D&O insurance, and other safeguards.



## **Corporate Governance, Ethics & Regulatory Frameworks**

Explore global and Indian governance standards, best practices, participation frameworks, taxonomy, transparency, integrity, and ESG foundations.



## **Finance & Risk for Board Oversight**

Understand strategic finance and risk, including directors’ responsibilities, red flags in financials, audit committees, internal controls, and related obligations.



## **Digital, Cyber & M&A Readiness**

Examine the board’s role in digital transformation, AI, cybersecurity, and M&A evaluation, including regulator perspectives.



## **Independent Directors – Risks and Rewards**

Learn about regulatory requirements for Independent Directors, enrollment in the Independent Director Databank, qualifications and disqualifications, code of conduct, related party transactions, and director responsibilities.



## **Stakeholder Engagement & Investor Relations**

Master stakeholder mapping, effective communication, board dynamics, decision-making processes, investor expectations, and strategic engagement.



## **Final Project: Board Simulation & Readiness Presentation**

A hands-on simulation project to demonstrate boardroom readiness and application of program learnings.

\*Topics are indicative and subject to minor changes.

# PwC Program Experts



## Manisha Narang

Manisha Narang, Subject Matter Expert, is a seasoned Company Secretary with over 20 years of expertise in corporate governance, regulatory compliance, board advisory, and cross-border business structuring. She specializes in guiding boards, managing risk, enabling regulatory clarity, and supporting M&A, NBFC licensing, and global market entry for leading organizations.



## Shekhar Chopra

Shekhar Chopra, Subject Matter Expert, is a qualified Company Secretary with 15+ years of experience in corporate governance, M&A, board advisory, and regulatory compliance. He has led governance frameworks, board evaluations, risk management, and shareholder engagement across top firms including Deloitte, EY, and SRL Diagnostics.

\*List of all faculty teaching in the PwC program will be shared with the students before the start of the sessions.



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# Where Research Meets Recognition: Patented Innovations by Our Learners.

At upGrad, we believe in cultivating not just academic research but real-world breakthroughs.

## Why This Is Significant for You:



**Academic to Applied:** Move your research from theory to patent—demonstrating tangible industry relevance.



**Mentorship for Impact:** Benefit from guidance by faculty and industry experts who support you in publishing and protecting your intellectual property.



**Inspiring Legacy:** Your work could become the next highlighted patented innovation on our platform.

Dr. Venugopal Padmanabha, one of our DBA learners, successfully filed a patent on **“A Method for Impacting Leadership Style on Workforce Productivity in IT Captive Centers,”** published in the Indian Patent Journal (Feb 2024). The invention explores how leadership styles directly influence workforce efficiency in IT captive centers.

[Know More](#)

# Application Process

Step 1



Apply on [www.upgrad.com](http://www.upgrad.com)

Step 2



Submit your Statement of Purpose and Resume

Step 3



The admissions committee will evaluate your application

Step 4



Upon acceptance, block your seat by paying the enrollment deposit

Step 5



Submit your documents for evaluation to complete the admissions process



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# Enrollment Details

## Program Start Date

Please visit our website  
[www.upgrad.com](http://www.upgrad.com) for more details

## Program Fees

Please visit our website  
for more details

Disclaimer :  
Flight tickets + accommodation + visa  
charges for the global  
immersions are not included  
in the program fees

## Duration

36 months

## Eligibility

A valid bachelor's degree with a  
minimum of 10 years of experience.





🔍 [www.upgrad.com](http://www.upgrad.com)

For further details, **contact -**

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\*This brochure is for informational purposes only and is subject to change.  
The Offer Letter is the sole legally