

In collaboration with

upGrad

Microsoft

Generative AI Foundations Certificate

Learn, Build & Innovate with AI



 Create

 Analyze

 Research

More

Lead the Generative AI Revolution



94%

of business leaders

believe AI skills will be critical for their business success

(Source: Deloitte)

4X Faster

AI-powered professionals complete tasks up to 4 times faster than their peers

(Source: CXOtoday.com)

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 **Microsoft**

To solve these problems for the industry, **upGrad** and **Microsoft** join hands to launch a transformative program!

Transform your career with the exclusive **Generative AI Foundations Certificate.**

This program equips you with in-demand skills, industry-relevant tools, and expert guidance to master Generative AI and drive innovation.

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

The Generative AI Foundations Certificate is a cutting-edge program designed to equip you with the essential skills and knowledge to thrive in the age of AI. Learn from top industry influencers and gain a valuable Microsoft certification.



4 Modules

(Comprehensive coverage of key Generative AI concepts)

Ready-to-Use Guide
(Accelerated learning)



Exclusive Access to ProductivityGPT

(Apply your learning in real-time with a customised AI tool)

6 Hours
(Flexible learning designed for busy professionals)



Program Curriculum

MODULE 1

Module 1: Mastering Generative AI From Foundations to Advanced Prompting

- ▶ **Foundations of Generative AI:**
 - Learn Generative AI fundamentals: what it is and its real-world applications.
 - Master AI tools like ChatGPT and Microsoft Copilot to boost productivity.
- ▶ **Inside Generative AI: How it Works**
 - Learn Generative AI Fundamentals and how it works.
- ▶ **Crafting Powerful Prompts: The PROMPT Framework**
 - Discover prompt engineering: the key to getting exactly what you want from AI.
 - PROMPT Framework
- ▶ **Unlocking AI's Full Potential: Advanced Prompting**
 - Zero-shot, few-shot, and chain-of-thought techniques. Unlock AI's reasoning power.
 - Teach and fine-tune AI.



Projects for Practice

- ▶ **AI Product Description Challenge:** Craft compelling product descriptions using zero-shot and basic PROMPT techniques. Practice and refine.
- ▶ **Social Media Caption Generator:** Create engaging captions for Instagram and master few-shot prompting for consistent style and voice.
- ▶ **AI Root Cause Analyser:** Use AI to find the real cause of problems. Analyze details and get logical solutions.

Ask anything



Search



▶ Tools

[ChatGPT](#)

[Microsoft 365 Copilot](#)

[ProductivityGPT](#)

Module 2: AI-Powered Content, Learning, and Visuals

► AI-Assisted Research & Content: Overview

- Learn how Generative AI can streamline research and content creation.
- Discover AI tools like ChatGPT and Microsoft Copilot for increased efficiency.
- Understand the limitations and ethical considerations of AI in content.

► AI for Summarization

- Master AI-powered summarization techniques to extract key information quickly.
- Use the PROMPT framework (Purpose, Role, Output, Markers, Patterns, Tone) for tailored summaries.
- Explore advanced techniques like iterative summarization and prompt chaining.

► AI for Simplifying and Supercharging Your Learning

- Unlock accelerated learning with AI using techniques like ELI5 (Explain Like I'm 5).
- Explore role-based learning, the Feynman Technique, and Socratic questioning with AI.
- Utilize concept mapping, spaced repetition, and multimodal learning with AI assistance.

► Generating & Editing Content (Emails, Blogs, Marketing Copy)

- Conquer writer's block and draft emails, blog posts, and marketing copy with AI.
- Personalize AI-generated content to match your unique writing style.
- Master prompt engineering for specific content types (headlines, product descriptions, etc.).
- Learn about Ethics and plagiarism.
- Apply a checklist to edit and refine AI-generated content for accuracy and impact.

► Using AI Tools to Create Images

- Transform text prompts into visuals using AI image generation (ChatGPT, Copilot).
- Craft effective prompts using the PROMPT framework for image creation.
- Apply advanced techniques: style modifiers, aspect ratios, artist references, and negative prompts.
- Understand the limitations and ethical considerations of AI image generation.

Projects for Practice



- **Idea Blitz:** Generate 100 blog post topic ideas in 5 minutes. Fuel your content calendar!
- **Report Digest:** Summarize a 100-page report in under 60 seconds. Unlock key insights instantly!
- **Visual Visionary:** Create 5 unique images from text prompts in under 3 minutes.
- **Learning Accelerator:** Master 1 complex topic in 15 minutes using 3 AI-powered learning techniques.
- **Presentation Power-Up:** Craft a 10-slide presentation with visuals in 15 minutes. Dazzle your audience!

Ask anything



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► Tools

ChatGPT

Dall-E

Microsoft 365 Copilot

Microsoft Word

Microsoft Powerpoint

Module 3: Data to Decisions — AI-Driven Analytics & Reporting

- ▶ **Data to Decisions: Why Analysis + Quick Cleaning**
 - Understand the critical importance of data-driven decision-making.
 - Learn why data cleaning is the essential first step ("Garbage In, Garbage Out").
 - Discover how AI tools (ChatGPT, Microsoft Copilot) accelerate data cleaning.
 - Practice safe data handling with privacy.
- ▶ **Exploratory Data Analysis & Pattern Detection**
 - Master Exploratory Data Analysis (EDA) to uncover hidden patterns and insights.
 - Use descriptive statistics (mean, median, min, max) to understand your data.
 - Identify anomalies, spikes, and trends using AI-powered analysis.
 - Formulate hypotheses and refine research questions based on EDA findings.
- ▶ **From Data to Story: Summaries and Visuals**
 - Learn to tailor data narratives for different audiences (executives, marketing, etc.).
 - Use ChatGPT to suggest the most effective visualizations for your data story.
 - Craft compelling report outlines and draft key sections using AI assistance.
 - Understand ethical data presentation and avoid common pitfalls.
- ▶ **Presenting Your Data Story: From Report to Impact**
 - Transform a data report into a captivating, action-oriented presentation.
 - Structure your presentation for maximum clarity and impact (key findings, recommendations, call to action).
 - Use ChatGPT to craft compelling headlines, bullet points, and speaker notes.
 - Practice presentation delivery and learn to engage your audience.
 - Explore Copilot in PowerPoint for design assistance.

Projects for Practice



- ▶ **Data Cleaning Dash:** Clean a messy dataset in minutes using AI. Prepare data for insights!
- ▶ **Insight Explorer:** Uncover hidden patterns and anomalies in a dataset. Become a data detective!
- ▶ **Visual Storyteller:** Craft tailored data narratives and visuals for 3 different audiences.
- ▶ **Presentation Powerhouse:** Transform a data report into a 10-slide presentation with AI.

Ask anything



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▶ Tools

[ChatGPT](#)

[Microsoft Word](#)

[Microsoft 365 Copilot](#)

[Microsoft Powerpoint](#)

Module 4: AI-Powered Problem Solving, Brainstorming, and Prototyping

▶ AI-Driven Problem Solving & Problem Framing

- Understand the importance of precise problem framing (SOLVE framework).
- Learn techniques: 5 Whys, Problem Decomposition, Data Gathering.
- Use ChatGPT to reframe problems and see different perspectives.
- Recognize the limitations of AI (hallucinations, bias) and the need for critical thinking.

▶ Brainstorming & Evaluating Solutions

- Use AI (ChatGPT) as an "ideation partner" to overcome biases and generate diverse solutions.
- Master techniques: Few-Shot Learning, Role-Playing, Scenario Planning.
- Evaluate potential solutions using matrices, pros/cons, and ROI analysis with AI assistance.

▶ Prototyping & Iteration with AI

- Understand the benefits of AI-accelerated prototyping (speed, cost, exploration).
- Use ChatGPT to generate text-based wireframes and basic UI layouts.
- Create visual prototypes in tools like PowerPoint, guided by AI.
- Generate basic code snippets (JavaScript) with ChatGPT for simple functionalities.
- Simulate user feedback and A/B testing using AI for rapid iteration.
- Recognize the importance of a "Red Flag Checklist" when using AI for prototyping.

Projects for Practice



- ▶ **Problem Framer:** Use the SOLVE framework to define a complex problem precisely.
- ▶ **Solution Generator:** Brainstorm 10+ diverse solutions to a problem using AI techniques.
- ▶ **Rapid Prototype:** Create a basic, interactive prototype of a digital feature with AI.

Ask anything



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▶ Tools

ChatGPT

Microsoft Powerpoint

Meet ProductivityGPT Your Path to AI Mastery

Master Generative AI Faster with the Custom AI Tool

ProductivityGPT is an AI-powered chatbot designed to accelerate your Generative AI learning. Ask questions, get instant help, practice your skills, and explore the world of AI – all through a conversational interface.

How ProductivityGPT Can Help?



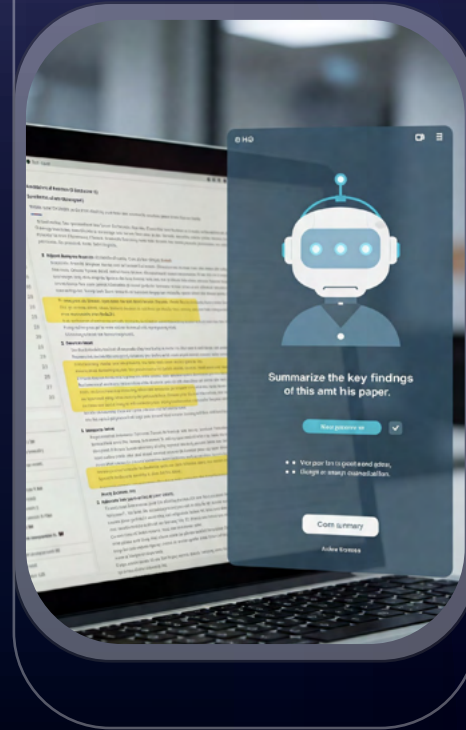
Prompt Practice: Master the Art

Get real-time feedback on your prompts and learn to craft effective inputs.



Create Content: Transform Information

Summarize research and generate content outlines and drafts.



Data Analysis: Uncover Insights

Upload data, ask questions in plain English, and get instant visualizations and Insights.



Master the Tools

Gain proficiency in industry-leading Generative AI tools and platforms.

ChatGPT

Microsoft 365 Copilot

Dall-E

Learn from Leading AI Experts

This program is led by renowned AI influencers and industry practitioners, bringing real-world experience and cutting-edge knowledge directly to you.



Sanidhya Tulsinandan



Sanidhya Tulsinandan is a UX designer, product strategist, and AI content creator with **885K+ followers** on Instagram. He co-founded Superbrain.app to transform digital file organization for researchers. He has experience working at FlyFin AI, Microsoft, and Samsung. He also simplifies emerging tech trends for a thriving **700K+ community**.



Nivedan Rathi



Nivedan is an AI entrepreneur, TEDx speaker, and founder of Future & AI, with **257K+ followers** on Instagram. An IIT Bombay graduate, he has built a **400K+ community**, simplifying Generative AI for leaders and businesses. He has advised listed companies, developed AI-driven sales and marketing solutions, and raised funds for AI startups.



Vanshika Pandey



Vanshika is a tech influencer and developer at J.P. Morgan Chase, with **281K+ followers** on Instagram. Recognized as a **Top 25 Unstop Creator** and former GDSC Lead, she is passionate about front-end development, DevRel, and product innovation. Her expertise spans coding, content, and strategy, making tech more accessible through engaging content.



Arsh Goyal



Arsh is a Senior Software Engineer at Samsung and an AI educator, with **469K+ followers** on Instagram. A gold medalist from NIT Jalandhar, he has mentored thousands of students, guiding them through placements and their careers. He is dedicated to making technical education more accessible for his community and future engineers.

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LET'S TALK

