DBA in Emerging Technologies with Concentration in Generative AI

36 Months

Contents

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

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

AACSB | Business Education Alliance Member

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, ESGCI 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+	10M+	100+	80+
hours of learning	learners	countries	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

A pathbreaking, patentable idea	**The IP firms in our network will take over all the bureaucratic steps including** • Patentability search • Drafting and filing the application • Prosecution and litigation support	A patent to your name – a trademark of your legacy
What you need	**The support offered**	**What you get**

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

Masterclass 1 Build an Investable Idea	»	**Masterclass 2** Nail Your Investor Pitch	»	**VC** Symposium Day
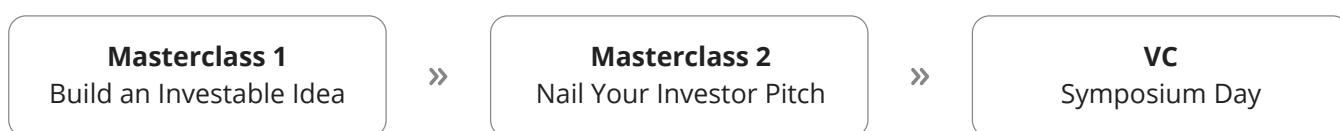
Note: These services are offered at an additional cost.

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 two optional 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	• Advanced Research and Ethics for Doctoral Writing and Action Research • Qualitative Research Methods: interviews, focus groups, case studies • Writing & research skill improvement	4
	Course 2: Emerging Digital Technologies	• Introduction to Emerging Technologies: IoT, HPC, Quantum Computing, Neuromorphic Computing, Cybersecurity, Blockchain, AR/VR, RPA, Digital Twin • Applications and Strategic Importance in Business Transformation • Technology Integration: Strategy Development and Operational Implementation • Final Project: Practical Application of Emerging Technologies	4
Concentration	Course 3: Foundations of Machine Learning and AI	• Decision Modelling, Machine Learning and Applications • Data Visualization and Storytelling	4

	• Supervised and Unsupervised Learning Techniques • Learning Theory: Bias, Variance	
Course 4: Deep Learning and its Variants	• Advanced AI/ML Techniques for Image and Text Processing • Autoencoders, CNNs, RNNs, Seq2Seq Models, and Transformers • State-of-the-Art Methods and Applications	4
Course 5: Generative AI Using Pre-Trained Models	• In-House versus Pre-Trained • Model Usage • Conceptual Understanding of • Large Language Models (LLMs), e.g., ChatGPT • Image Generators and Other Generative Techniques • Business-Driven Model Selection	4
Course 6: AI Project Design and Execution	• Shift from In-House Model • Training to Pre-Trained Models on Public Data • Distinguishing Approaches for Business-Focused Decisions • Hands-On Activities • Coverage of LLMs and Image Generator	4
Course 7: Responsible AI	• Shift from In-House Model • Training to Pre-Trained Models on Public Data • Distinguishing Approaches for Business-Focused Decisions • Hands-On Activities • Coverage of LLMs and Image Generator	4

Dissertation	Course 8: Topic Proposal	• Develop dissertation topic and proposal • Includes significance, context, literature review, data, and methodology	8
	Course 9: Proposal Defense	• Present the first three chapters of the dissertation: Introduction, Literature Review, and Research Design • Emphasize clarity, contextual relevance, a comprehensive • Review of literature, and a clearly defined research approach	8
	Course 10: Completion and Approval by Committee	• Engage in scholarly dissertation research under the guidance of a mentor • Culminate the research process with the submission of a well-written dissertation	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 aim to cultivate an academic ecosystem that encourages the exchange of ideas, perspectives, and cultural insights. As part of the DBA experience, learners will have the option to participate in a week-long in-person immersion, offered at the end of Year 1 and Year 3.

These optional immersions provide an opportunity to engage directly with faculty and peers through thoughtfully curated panel discussions with industry leaders, individual faculty interactions to support the development of a relevant thesis direction, and collaborative activities designed to strengthen peer connections and cohort engagement.

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)

Day 1
1. Introduction
2. Panel discussion with local industry leaders

Day 2
Presentations by learners on pre-chosen topics

Day 3
1. Presentations by learners (contd. from D2)
2. Common session on how to select a thesis outcome

Day 4
One-on-one guidance session on thesis outcomes - To patent or to publish

Day 5
Interactive community-building activities
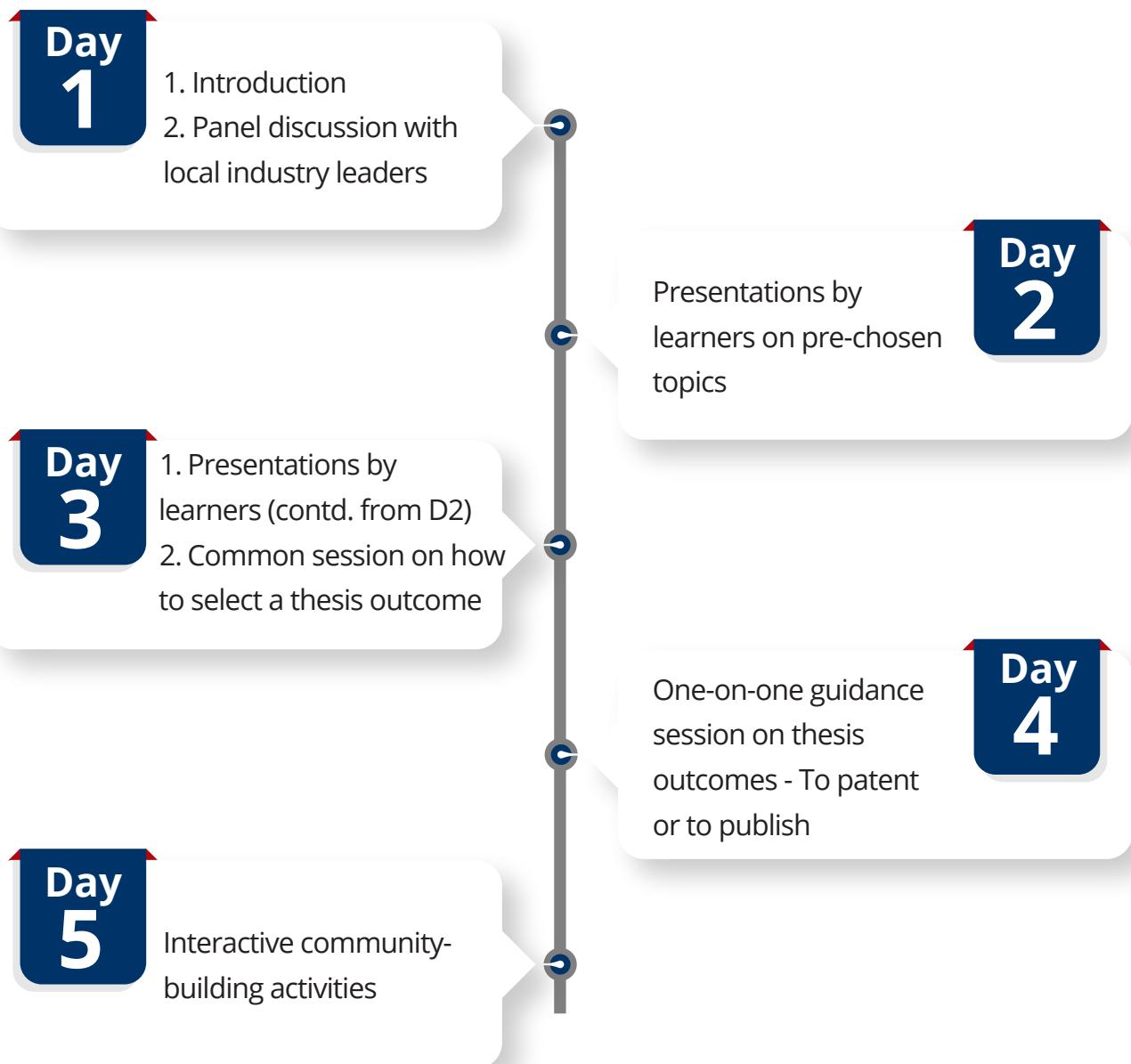
1. This is only an indicative itinerary. The actual number of days of each immersion will be confirmed closer to the immersion date.
2. Participants are responsible for booking their own flights accommodation and arranging the necessary visas. You will be informed well in advance of the schedule so that 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.

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

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

Enrollment Details

Program Start Date

Please visit our website
www.upgrad.com for more details

Program Fees

Please visit www.upgrad.com 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.

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