



# DBA in Emerging Technologies with Concentration in Generative AI

3 years | World-class faculty |  
immersions in San Francisco, Singapore.

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# Welcome to the DBA in Emerging Technologies with Concentration in Generative AI



The DBA in Emerging Technologies with Concentration in Generative AI is a first-of-its-kind, 3-year doctoral program that provides the highest postgraduate qualification for working professionals. This course is designed for industry leaders, CXOs, and high-achieving entrepreneurs who are interested in the changes brought forth by generative AI. Businesses that can effectively leverage the technology are likely to gain a significant competitive advantage in the future.

Participants start with application-based coursework comprising technical, business, and research tracks that provide them with the confidence and skill set to help their organization take a leadership position in applying Generative AI for business growth. They then will be encouraged and guided to choose a thesis topic related to the problems and opportunities offered by Generative AI to the organization/business/cause they want to transform. Thesis workshops conducted by experienced faculty allow students to systematically explore, critically analyze, and robustly develop a scholarly investigation and thesis.

The 2 week-long immersion sessions, woven seamlessly into the program, enable learners to network, interact with thought leaders, and exchange ideas amongst their peer group.

This DBA has one of the most ambitious outcomes defined.



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We train participants to assume leadership roles in industry unlike traditional DBAs whose goal is a B School faculty position for its graduates.

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The program is designed to help learners either work on an applied research dissertation, write a book or file a patent based on their interest area.



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Upon successful completion, participants will possess unparalleled expertise in emerging technologies, arming them with cutting-edge skills to become the driving force behind.



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# About Golden Gate University

Located in the heart of San Francisco's financial and high-tech district, Golden Gate University (GGU) is a prestigious, private nonprofit university dedicated to empowering working adults. With a strong reputation for excellence, GGU offers nationally renowned undergraduate and graduate degrees as well as comprehensive certificate programs. Founded in 1901, GGU is a leader in online education and has been enabling individuals to achieve their professional aspirations for nearly three decades now. With a primary campus in San Francisco,

GGU also has teaching locations in Silicon Valley and Seattle. With nearly 70,000 alumni, GGU was ranked #1 in the United States for working professionals for four consecutive years by Washington Monthly.

## Accreditations and Associations



## Membership



“Generative AI models are changing the way we think about machine intelligence, creativity and the world around us in general. At GGU tech school, the faculty and researchers are working on pushing the boundaries of this exciting technology responsibly. We developed this experiential, application-based DBA program with the goal to provide the right tools and skillsets to business leaders who want to harness the true potential of this technology.

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Dr. Venkatesh Sunkad | Dean, GGU Insofe Institute of Technology

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# Empowering Minds in the Epicenter of Innovation, San Francisco



# 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.

To date, upGrad has delivered over 20 million hours of learning, empowering thousands of learners worldwide with the knowledge and skills to advance their careers.

**20M+**

hours of learning

**10M+**

learners

**100+**

countries

**80+**

university partner



GSV EDTECH 150  
Top 150 Most Transformative  
Growth Companies



PROMISING BRAND 2022  
The Economic Times



BRANDON HALL  
GOLD AWARDS  
15+ Across 2 Years



EDUCATION COMPANY  
OF THE YEAR  
VC Circle, 2022



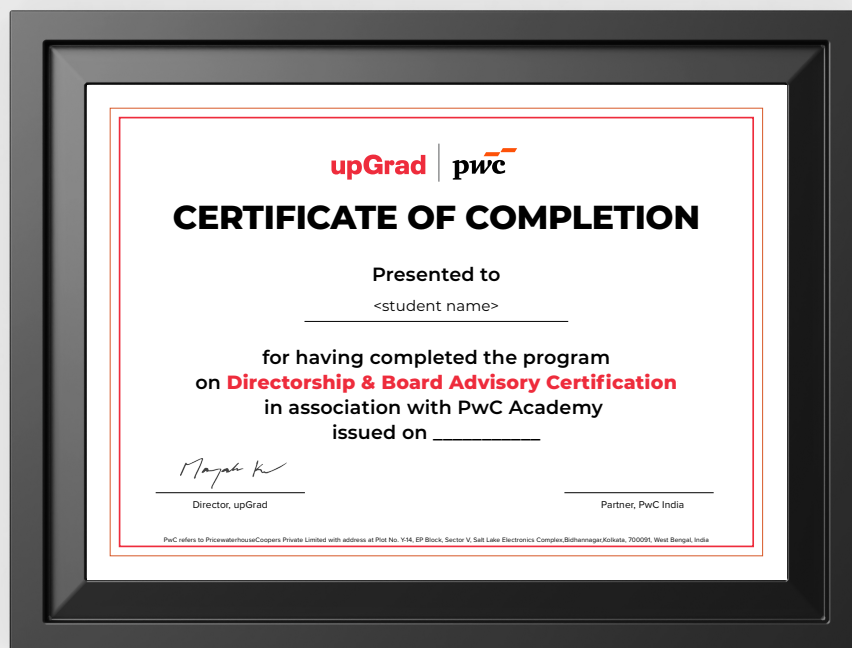
# The upGrad Advantage:

## Six leadership outcomes only we deliver

We provide a full range of post-doctoral services. Much like a concierge, we work tirelessly in the background so you can focus on your doctoral experience, while we open up a bouquet of stellar outcomes for you.

### 1. Boardroom Consultant

Earn a revered PwC Directorship and Board Advisory Certification, and be an officially recognised, 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 in a journal, and position yourself as a published thought leader in your domain. Become a top voice even in the real world. 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

[Source](#)

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

[Source](#)

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

[Source](#)

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

[Source](#)

### 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 no-code tools to earn 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.

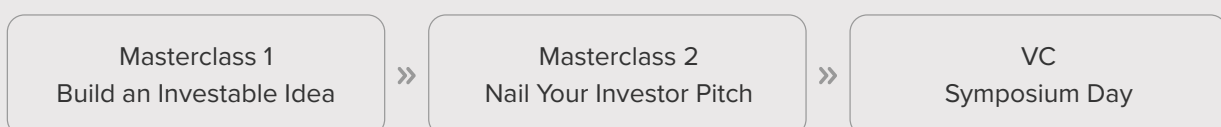
#### The upGrad advantage for Patent Grants



### 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



\*Certain features may come at an additional cost

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# Program Highlights



**Highly balanced coursework in**  
technology, business management, and research methods

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**World-renowned faculty with**  
205+ years of collective experience, 70+ patents, 40+ AI and ML products patented, and 415+ published papers in top research journals.

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**2 week-long immersion in**  
San Francisco, Singapore

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**As part of the program,**  
learners will have the opportunity to engage in groundbreaking research on the impact of Generative AI in diverse domains.

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**Add a Dr. in front of your name**  
with a doctorate awarded by GGU



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# A Faculty that practices what it teaches

## Learn from only the best and the brightest

205+

years of collective  
experience

70+

successful patents

415+

papers authored in  
top research journals

Prolific entrepreneurs -  
sharing real-life lessons  
from 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

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# World-class Faculty

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.



## 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. 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

- PhD 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. Anand Jayaraman

- Ph.D. in Physics from the University of Pittsburgh, USA | B. ech. 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

- PhD 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

- PhD from University of Illinois at Urbana-Champaign  
IMTech 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

- PhD from University of Missouri-Saint Louis | MSc from IIT Madras
- 23+ years of experience
- Areas of interest: Early Diagnosis of Neurological Disorders and Diseases, Healthcare at Scale - Telemedicine Sustainable Development



## Dr. Shonraj Ballae Ganeshrao

- PhD from University of Melbourne | MPhil from Birla Institute Of Technology And Science
- 12+ years of experience
- Area of interest: AI in Healthcare



## Dr. Kishore Reddy Konda

- PhD 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, PhD 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.
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## Dr. Sumitra Padmanabhan

- PhD 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



# Learning Path Your DBA Journey

## Year 1

Build your base

- 7 foundational courses
- Case-based projects

Global immersion 1

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## Year 3

Earn your Doctorate

- Thesis Development Workshops every 2 weeks
- Special panel sessions for one-on-one guidance
- Final Dissertation Defense

Global immersion 2

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San Francisco



Singapore



# Detailed Curriculum

## Year 1: Foundational Phase (28 Credits)

|               |  |   |
|---------------|--|---|
| Foundation    | <b>Course 1:</b><br>Doctoral Research Methods and Analysis | Teaches advanced research and ethics for doctoral-level writing and action research. It covers both quantitative (surveys, experiments, stats) & qualitative (interviews, focus groups, case studies) methods, focusing on improving writing and research skills.   |
|               | <b>Course 2:</b><br>Emerging Digital Technologies          | This course introduces emerging technologies such as IoT, HPC, Quantum Computing, Neuromorphic Computing, Cybersecurity, Blockchain, AR/VR, RPA and Digital Twin, exploring their applications and strategic importance in modern business transformation. Participants will develop actionable insights and strategies to integrate these technologies into business operations. The course culminates in a final project showcasing the practical application of these technologies' results to stakeholders. |
| Concentration | <b>Course 3:</b><br>Foundations of Machine Learning and AI | Learn decision modelling, machine learning and its application, data visualization and story-telling. Understand supervised learning, unsupervised learning and learning theory (bias/variance)   |
|               | <b>Course 4:</b><br>Deep Learning and its Variants         | Learn advanced techniques in AI and ML to deal with images, text using auto encoders, CNNs, RNNs, Seq2Seq models Transformers and other state of the art techniques   |

|              |  |  |
|--------------|--|--|
|              | <b>Course 5:</b><br>Generative AI Using Pre-Trained Models | Learn to use in-house models vs. using pre-trained models on public data based on business requirements. Gain conceptual understanding of Large Language Models (LLMs,) such as GPT and others, image generators followed by other techniques                      |
|              | <b>Course 6:</b><br>AI Project Design and Execution        | Shift from in-house model training to using pre-trained models on public data. Distinguish between the two and make business-focused decisions. The course includes hands-on activities and covers Large Language Models (LLMs) and image generators.              |
|              | <b>Course 7:</b><br>Responsible AI                         | Covers critical business aspects of AI, including ethics and explainability. It addresses ethical and social concerns, promoting fair and accountable AI usage. It also explores the future of work and the responsible use of AI, including a research component. |
| Dissertation | <b>Course 8:</b><br>Topic Proposal                         | Allows students to develop a doctoral dissertation research topic, including a comprehensive proposal that outlines the topic's significance, context, literature review, data, and methodology.   |
|              | <b>Course 9:</b><br>Proposal Defense                       | Learners present the initial three chapters of their doctoral dissertation proposal, including introduction, literature review, and research design. Emphasis is on clarity, context, comprehensive literature review, and a defined research approach.            |

|  |   |   |
|--|---|---|
|  | <p><b>Course 10:</b><br/>Completion and<br/>Approval by Committee</p> | <p>Enables students to complete a doctoral dissertation research project that contributes to their field. After proposal approval, students conduct scholarly research, guided by their mentor, culminating in a well-written dissertation.</p> |
|--|---|---|

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



\*The course sequence outlined in this brochure is for indicative purposes only. The final and actual sequence will be communicated to students during the Orientation/Welcome Webinar.

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 borne by the participants.
3. In case of VISA rejection, there will be no refund of the program fee



# 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:

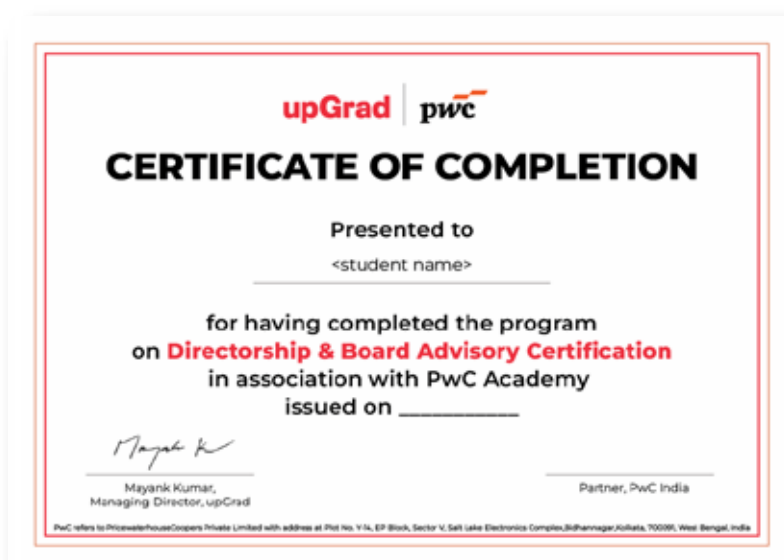
Develop boardroom fluency, strategic thinking, and key frameworks necessary for effective boardroom preparedness.

### 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.

## PwC Program Experts



### Manisha Narang

Manisha Narang, Subject Matter Expert, is a sea-soned Company Secretary with over 20 years of expertise in corporate governance, regulatory compliance, board advisory, and cross borde 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

\*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 Learner.**

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](#)

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# Enrollment Details

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## Program Start Date

Please visit our website  
for more details

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## Duration

36 months

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## Program Fees

Please visit our website  
for more details

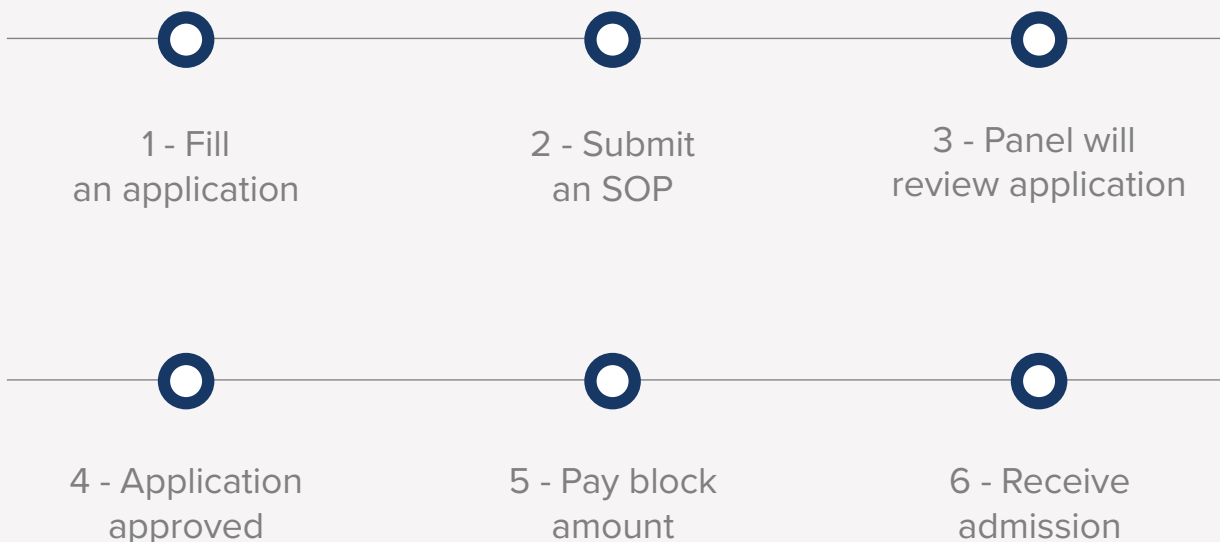
**Disclaimer :** Flight tickets + accommodation  
+visa charges for the global immersions  
are not included in the Program fees

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## Eligibility

Valid Bachelor's degree  
with minimum 10 years of  
experience. Candidates with  
less than 10 years of  
experience but exceptional  
profiles and outstanding  
leadership background may  
also apply.

## Application Process



# upGrad

🔍 [upgrad.com](https://upgrad.com)

For further details, **contact**

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We are available 24\*7