



# DBA in Emerging Technologies with Concentration in Generative AI

3 years | World-class faculty |  
Global immersions in San Francisco,  
Singapore & India



Technology Service Partner

**upGrad**

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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 three-week-long global 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, 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





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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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**3 week-long Global immersions in**  
San Francisco, Singapore and India

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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

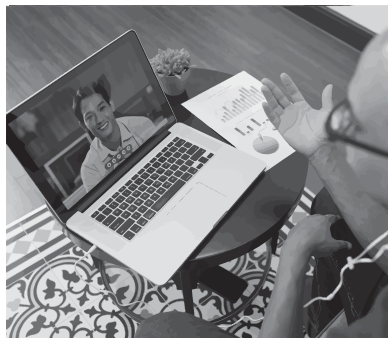
**Year 1**  
Build your  
base



- 7 foundational courses
- Case-based projects

### GLOBAL IMMERSION 1

**Year 2**  
Begin your  
research



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

### GLOBAL IMMERSION 2

**Year 3**  
Earn your  
Doctorate



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

### GLOBAL IMMERSION 3



# Detailed Curriculum

## Year 1: Foundational Phase (28 Credits)

Foundation	<b>Course 1:</b> 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> 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> 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> 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> 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> 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> 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.
<b>Dissertation</b>	<b>Course 8:</b> 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> 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.

<b>Course 10:</b> Completion and Approval by Committee	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.
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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

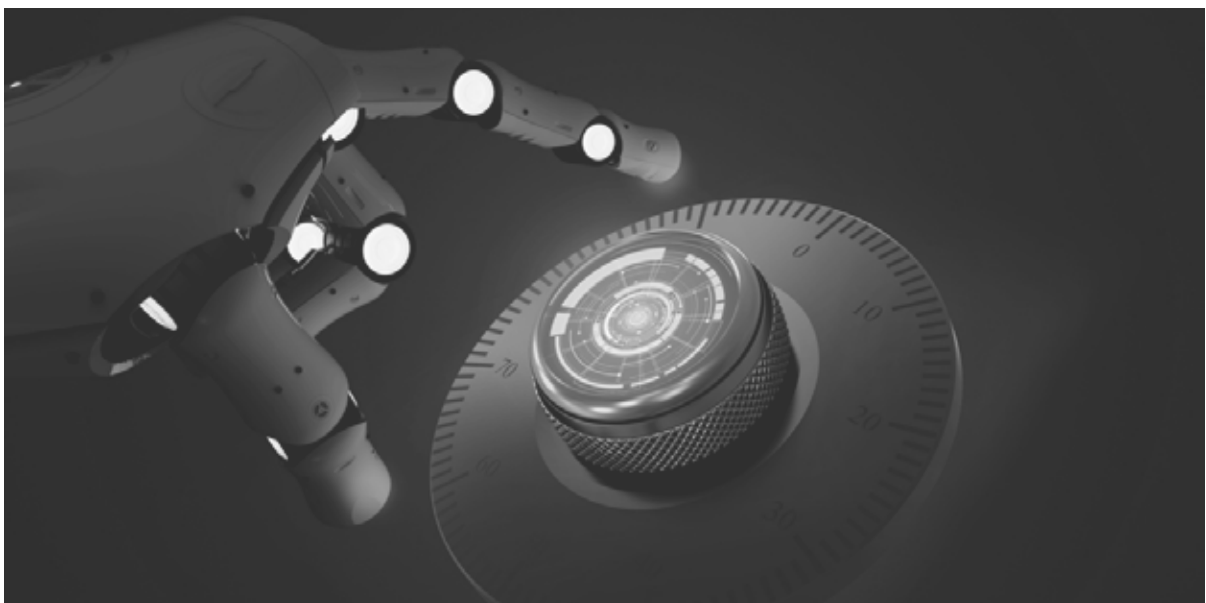
Every 4 months, you will have a one-on-one session with the Thesis Review Committee. These sessions will help you evaluate your progress and help with any queries related to your dissertation.

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## Key Milestones

Dissertation Topic Defense - By The End Of Year 2

Final Dissertation Defense - By The End Of Year 3



# Global Leadership Immersions

India



Singapore



San Francisco

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 India (5 days)
3. Third Immersion will be in San Francisco (5 days)

San Francisco





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:

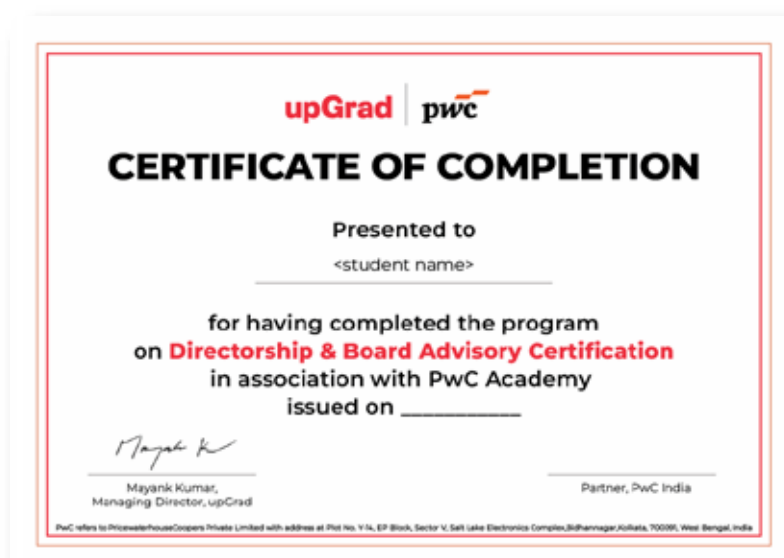
Develop boardroom fluency, strategic thinking, and key frameworks necessary for effective boardroom preparedness.

### 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.

# Unlock High-Impact Outcomes: Through a Transformative DBA Program

The Doctor of Business Administration (DBA) program is designed to elevate your career and establish you as a recognized leader and innovator in the global business landscape. Our unique offerings go beyond traditional academic learning to provide tangible, real-world advantages.

## 1 Board Advisory Certification with PwC Academy: A Seat at the Table

Gain unparalleled readiness for boardroom roles with a first-of-its-kind certification from PwC Academy. This exclusive offering is integrated into the DBA program and provides:

**Influential Decision-Making:** Learn to shape an organization's future by influencing key decisions.

**Multi-Board Impact:** Drive impact across various industries by preparing to serve on multiple boards.

**Leadership Mentorship:** Leverage your experience to guide and mentor current and future leadership.

**Enhanced Visibility & Prestige:** Increase your standing and recognition in the business community.

**Practical Boardroom Skills:** Master real-world scenarios through simulations, investor cases, and red flag drills.

**Expert-Led Training:** Learn directly from PwC and corporate governance experts.

**Co-Branded Certification:** Earn a co-branded certificate that signifies your boardroom readiness.

**Strategic Governance Insight:** Develop a deep understanding of board dynamics, compliance, and ESG responsibilities crucial for modern board leadership.

## 2 Idea to IP: Where Research Meets Real-World Impact with Patent Guidance

Distinguish yourself by transforming your innovative ideas into protected intellectual property. This exclusive offering provides

**End-to-End Patent Support:** Receive comprehensive guidance from idea validation to filing, all the way until the patent grant is issued.

**Faculty-Led Guidance:** Benefit from expert-led support, with faculty guiding you through patent search and application drafting.

**Protected Innovation Portfolio:** Build a robust portfolio of protected innovations to enhance your leadership profile.

**Industry Connections:** upGrad connects you with leading IP firms for guidance at every step.

### 3 Amplify Your Research: Publish With Purpose

Turn your research into recognized thought leadership and establish academic credibility. This outcome-driven approach includes:

**Refined Research for Publishing:** Receive guidance from experienced faculty to refine your research for academic publication.

**Strategic Journal Placement:** Discover the most suitable platforms and journals to meaningfully publish your work.

**Enhanced Visibility & Credibility:** Build academic visibility and credibility that distinguishes you in leadership roles.

**Expert Mentorship:** Get faculty mentorship to refine your work, identify publishing platforms, and broaden your research impact.

### 4 Become a Published Thought Leader: Write Your E-Book, Publish & Inspire

Establish your authority and inspire others by becoming a published e-book author. This unique opportunity offers:

**Structured E-Book Creation:** Craft your e-book with ongoing faculty feedback and structured support.

**Global Publishing Access:** Publish your e-book on leading digital platforms like Amazon with guided support.

**Strengthened Personal Brand:** Significantly strengthen your personal brand and influence within your industry and beyond.

**Faculty Guidance:** Receive expert faculty guidance to shape your ideas, gain feedback, and successfully publish.

### 5 Not Just a DBA; Join an Exclusive Leadership Circle

Expand your network and gain invaluable insights by learning alongside an elite group of senior executives. This program offers:

**Cross-Industry Collaboration:** Collaborate with senior executives from diverse industries and geographies.

**Fortune 500 Perspectives:** Gain unique perspectives from CXOs and VPs at Fortune 500 and other global companies.

**Elite Learning Network:** Become part of an exclusive learning network that fosters leadership and growth.

**High-Caliber Peer Group:** Interact with a high-caliber peer group, including CXOs, VPs, and Directors from top organizations.

\*Some of the services may have an additional charge.

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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

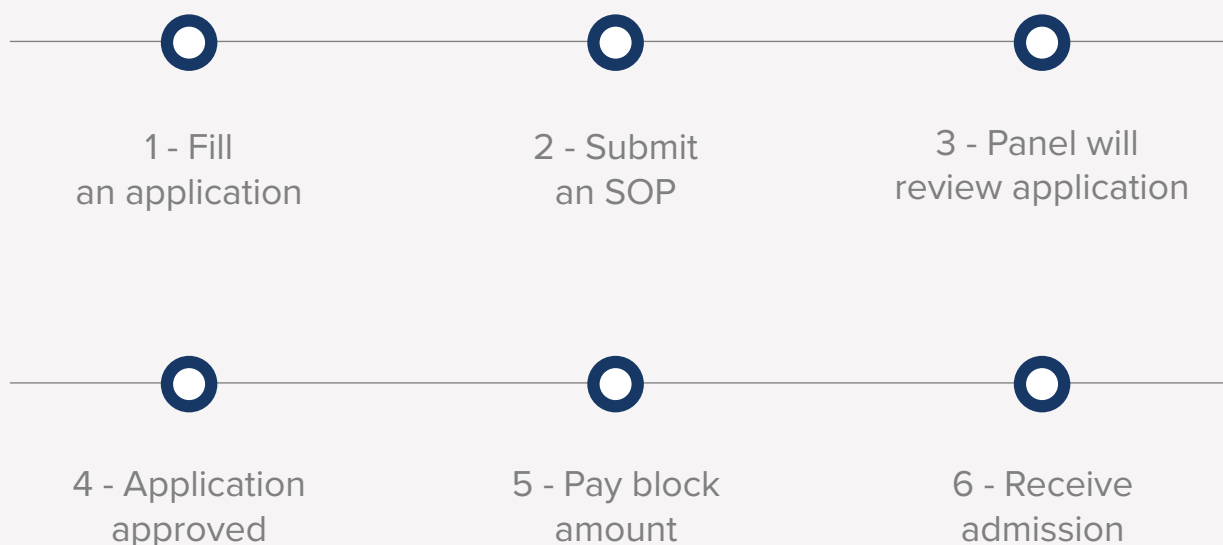
**Disclaimer :** Flight tickets + accommodation  
+visa charges for the global immersions  
are not included in the Program fees

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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

For further details, **contact**

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We are available 24\*7