DBA in Emerging Technologies with Concentration in Generative AI

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

GOLDEN GATE
UNIVERSITY
SAN FRANCISCO

Technology Service Partner
upGrad

Contents

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.

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

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.

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

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

WASC
Senior College and University Commission

AACSB Business Education Alliance
Member

> "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.

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

Empowering Minds in the Epicenter of Innovation, San Francisco

About **upGrad**

upGrad is a leading online education platform empowering professionals to reach their full poten-tial through flexible, engaging learning experiences. We partner with top global universities, including Golden Gate University, Edgewood University, ESGCI International School of Manage-ment 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, traditiona 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

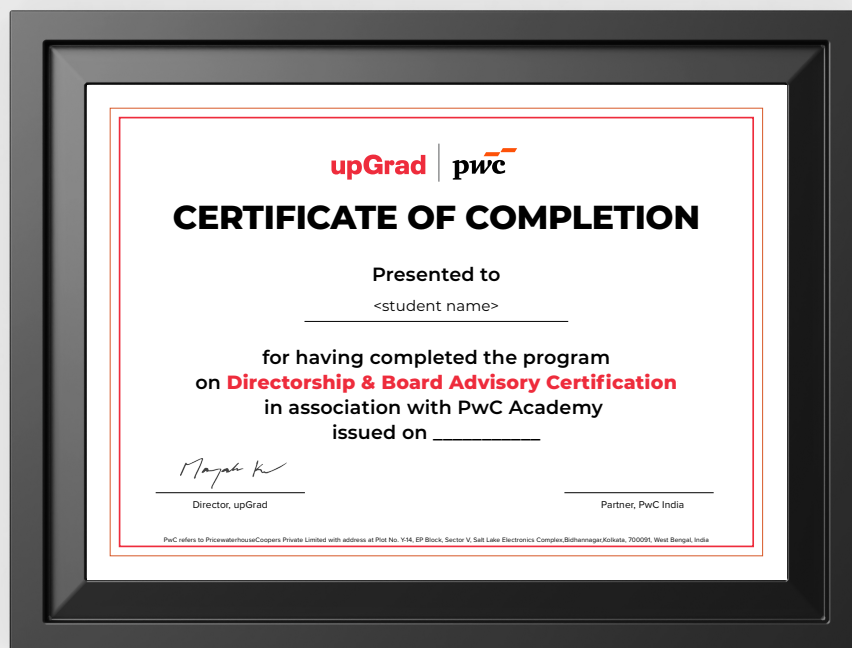EDUCATION COMPANY
OF THE YEAR
VC Circle, 2022

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.
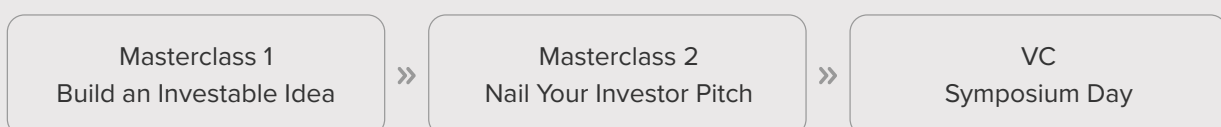
The upGrad advantage for Patent Grants

A path-breaking 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

*Certain features may come at an additional cost

Program Highlights

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

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.

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

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

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

A Faculty that practices what it teaches
Learn from only the best and the brightest

205+
years of collective experience

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

70+ successful patents

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

415+
papers authored in top research journals

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

Prolific entrepreneurs - sharing real-life lessons from experience

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 |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

- 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.

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
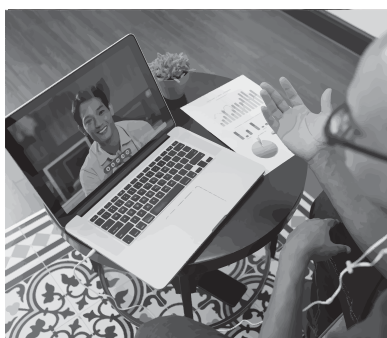
Learning Path
Your DBA Journey

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	**Course 1:** 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.
	Course 2: 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	**Course 3:** 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
	Course 4: 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

	Course 5: 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
	Course 6: 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.
	Course 7: 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	**Course 8:** 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.
	Course 9: 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.

	Course 10: 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.

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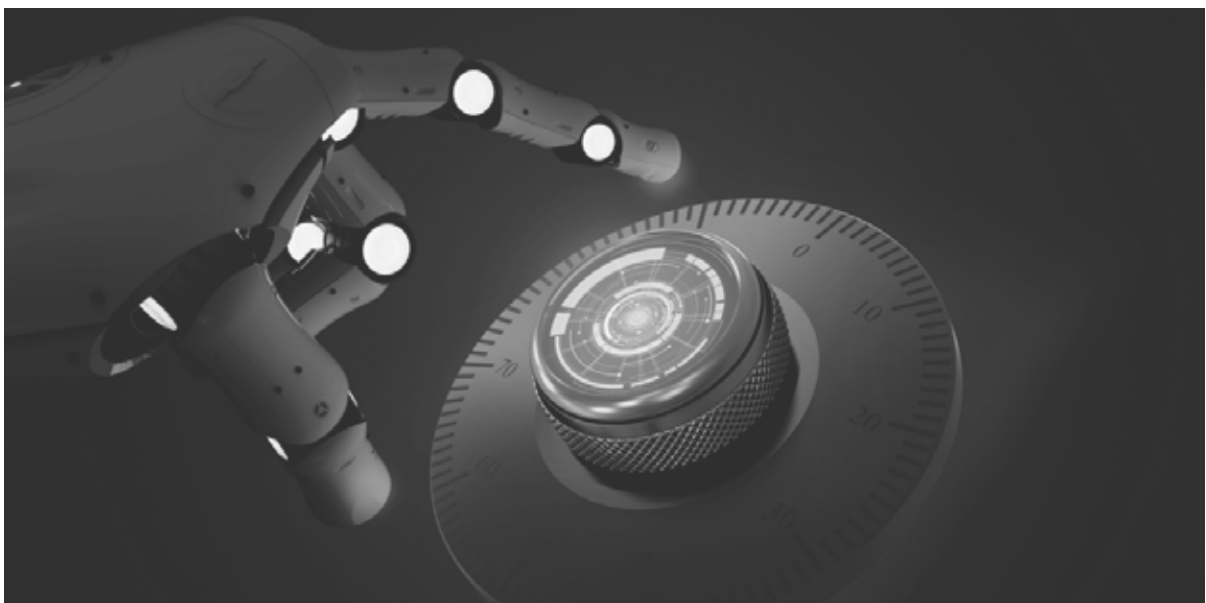
Thesis Review Committee
Every 4 months, you will have a one-on-one session with the Thesis Review Committee. These sessions will help you evaluate your progress and help with any queries related to your dissertation.

Key Milestones
Dissertation Topic Defense - By The End Of Year 2
Final Dissertation Defense - By The End Of Year 3

Global Leadership
Immersions

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

India

Singapore

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

2 Day
Presentations by learners on pre-chosen topics

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

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

5 Day
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 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.

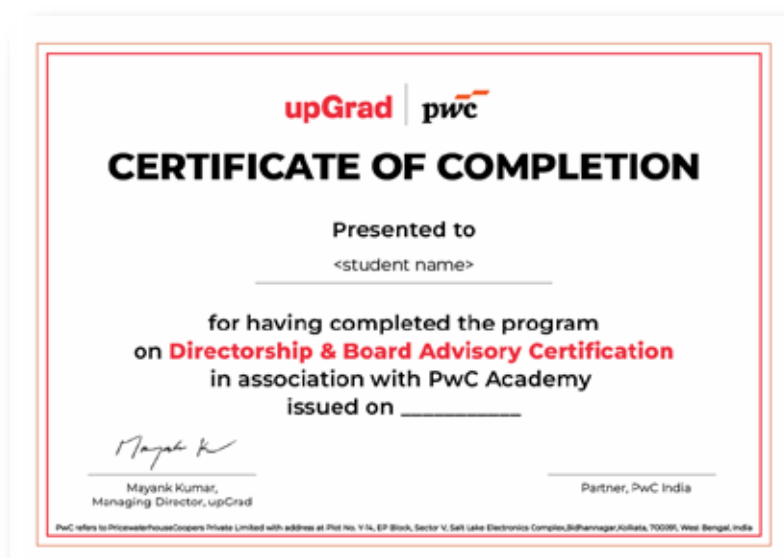## Program Outcomes

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.

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

Enrollment Details

Program Start Date

Please visit our website
for more details
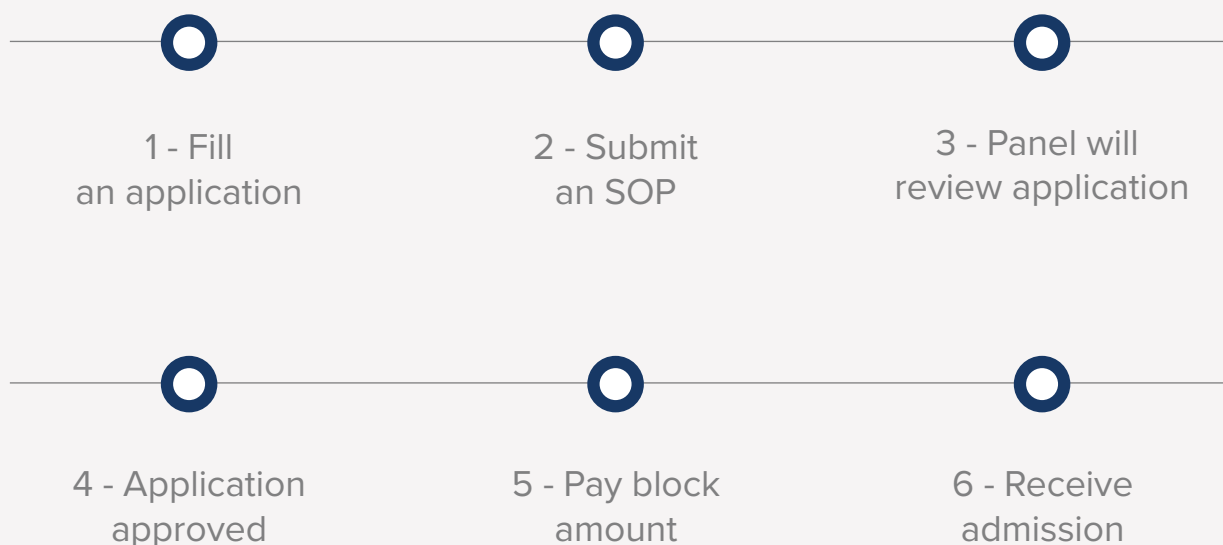
Duration

36 months

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

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

1 - Fill
an application

2 - Submit
an SOP

3 - Panel will
review application

4 - Application
approved

5 - Pay block
amount

6 - Receive
admission

upGrad

For further details, **contact**

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We are available 24*7