

## MANAGEMENT DEVELOPMENT PROGRAMME

# Generative AI Fundamentals for Leaders



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## Overview

Generative AI has been the evolution from earlier classical AI that has been used by business over the last decade. Classical or traditional AI is well known in business forecasting sales, predicting machine failures, foreseeing late flight arrivals etc. The Generative AI takes a step forward in creating marketing information, answering customer queries, authoring reports etc.

It's a new kind of technology about which managers of today's world need to be aware of. They need to be equipped with knowledge with advantages and possible deployment in business functions. The programme introduces the Generative AI concepts, dwells in technology background and moves onto Business relevant implementations.

The programme is aimed at provoking thoughts and ideas in the minds of participants.

This programme covers managerial aspects; participants won't need to have technical background. The technical understanding is covered in a separate programme.

## Who Can Attend?

Middle and Senior Level Manager

## Key Topics Covered

- Evolution of AI systems
- Generative AI introduction & concepts
- GenAI models and their uses
- Business applications of GenAI
- Deployment challenges and risks

**Mode of Delivery:**  
Online

**Duration:**  
10 Hours

**Programme Dates:**  
20th - 21st July 2024 &  
27th - 28th July 2024

**Programme Fees:**  
INR 19,000+GST

**10% Early Bird Discount and  
Group Discounts Available**

## Pedagogy


- ✔ Interactive discussions & classroom activities
- ✔ Caselets and case studies
- ✔ Peer learning
- ✔ Immersive learning

## Certificate of Participation

A certificate of successful participation by S.P. Jain Institute of Management and Research (SPJIMR) will be issued to each delegate at the completion of the programme.



## Connect with Us

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