

MANAGEMENT DEVELOPMENT PROGRAMME

Leveraging Gen AI

Overview

Generative AI has been the evolution from earlier classical AI that has been used by businesses over the last decade. Classical or traditional AI is well known in business for 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 which managers of today's world need to be aware of. They need to be equipped with knowledge of the advantages and possible deployment in business functions. The programme introduces the Generative AI concepts, dwells in a 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 a technical background. The technical understanding is covered in a separate programme.

Who Can Attend?

Middle-level managers
Senior-level managers

Key Topics Covered

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



Prof. Anil Vaidya

Programme Director

Faculty, SPJIMR

Mode of Delivery:

On Campus - Mumbai

Duration:

2 Days

Programme Dates:

13th & 14th March 2026

Programme Fees:

INR 25,000+GST

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

Pedagogy

- ✔ Live interactive sessions with faculty
- ✔ Real-world illustrations & personal finance tools
- ✔ Caselets and group discussions

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.



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