

MANAGEMENT DEVELOPMENT PROGRAMME

AI for Non-Technical Leaders

Overview

The programme provides participants with an opportunity to understand Generative AI and Agentic AI, and their application in business contexts. It is structured into four half-day modules combining conceptual inputs with hands-on practice.

Key Topics Covered

Module 1: Introduction to Generative AI, Prompting and Vibe-coding

- Understanding Generative AI: concepts, capabilities, and limitations
- Prompting fundamentals and hands-on exercises for effective prompting
- Introduction to “vibe coding” (no-code creation using AI) for business applications
- Hands-on: creating simple tools, templates, or outputs using AI

Module 2: AI as Co-worker, and Introduction to Agentic AI

- Business applications of Generative AI and vibe coding (continued)
- Using AI as a “co-worker” for analysis, content creation, and decision support
- Moving from single prompts to multi-step workflows
- Introduction to Agentic AI: task execution using business examples

Module 3: Agentic AI and Workflow Design

- Understanding Agentic AI: goals, steps, tools, and human oversight
- Designing AI-driven workflows across functions
- Hands-on workshop: building a simple AI agent
- Identifying risks, decision points, and control mechanisms

Module 4: Implementation and Strategy

- Governance, ethics, and responsible AI use
- Identifying high-impact use cases within teams and functions
- Building an AI adoption roadmap
- Translating learning into pilot initiatives

Note: The AI landscape is evolving rapidly. The programme content may be updated closer to delivery to reflect the latest developments and capabilities.



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Programme Director

Faculty, SPJIMR - Assistant Professor, Organisation and Leadership Studies

Mode of Delivery:

On Campus - Mumbai

Duration:

2 Days

Programme Dates:

Batch 1: 27 - 28 November, 2026

Batch 2: 12 - 13 March, 2027

Programme Fees:

INR 25,000+GST

10% Early Bird Discount and Group Discounts Available

Who Can Attend?

The programme is suitable for mid- to senior-level executives across functions, including marketing, finance, operations, strategy, and HR, who are involved in decision-making and process improvement.

No prior knowledge of coding is required. The programme follows a no-code, application-focused approach, making it accessible to participants from non-technical backgrounds.

Pedagogy

The programme is designed to be practical and easy to follow, with a strong focus on learning by doing. Participants will work through simple explanations, live demonstrations, and hands-on exercises using real business examples. There will be opportunities to practice prompting, experiment with no-code AI tools, and design workflows in small groups. Discussions and reflections are built in to help participants connect the learning to their own roles and leave with ideas they can apply immediately.

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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Objective

- Understand the core concepts of Generative AI and Agentic AI, along with their business relevance
- Apply effective prompting and no-code approaches (vibe coding) to solve business problems
- Identify opportunities to integrate AI into workflows across functions
- Recognise the risks, limitations, and governance considerations in AI adoption.

Outcomes

- ✓ Create effective prompts and use AI tools for real work scenarios
- ✓ Develop simple AI-enabled solutions and design basic AI-assisted workflows
- ✓ Conceptualise an AI agent for a business task, including key steps and controls
- ✓ Build a practical action plan to implement AI initiatives within their teams.

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