

MANAGEMENT DEVELOPMENT PROGRAMME

Generative AI for Business Leaders

Overview

Generative AI is rapidly transforming how organizations innovate, compete, and create value. From marketing and customer engagement to operations, HR, finance, analytics, and product innovation, Generative AI is redefining managerial decision-making across industries. As organizations move from experimentation to enterprise-wide adoption, managers need to understand not only the capabilities of Generative AI, but also its strategic implications, governance requirements, productivity impact, and associated risks. The challenge today is no longer whether businesses should adopt AI, but how leaders can leverage it responsibly and effectively to drive innovation, efficiency, and competitive advantage.

This programme provides a contemporary perspective on Generative AI and its applications in business. Participants will gain practical exposure to emerging GenAI tools, frameworks, and use cases while understanding implementation considerations such as data privacy, ethics, governance, workforce transformation, and AI-enabled business models. Through interactive discussions, caselets, and industry examples, the programme aims to equip business leaders with actionable insights to identify high-impact AI opportunities within their organizations.

Who Can Attend?

Middle and Senior Level Manager



Prof. Jyoti Jagasia

Co-Programme Director

Professor and Department Chair,
Information Management and
Analytics



Prof. Aditi Divatia

Co-Programme Director

Professor, Information
Management and Analytics

Mode of Delivery:

On Campus - Mumbai

Duration:

2 Days

Programme Dates:

Batch 1: 20 - 21 November, 2026

Batch 2: 12 - 13 March, 2027

Programme Fees:

INR 31,000+GST

10% Early Bird Discount and
Group Discounts Available

Key Topics Covered

- Evolution of AI: Predictive AI, Generative AI, Agentic AI
- Large Language Models (LLMs), AI Assistants, AI agents and Business Applications
- Generative AI Use Cases across Marketing, HR, Finance, Operations, and Customer Service
- AI-Powered Productivity, Decision Support, and Innovation
- Responsible AI: Governance, Ethics, Data Privacy, and Risk Management
- Building an AI-Ready Organization: Strategy, Adoption, and Future Trends

Objective

- Identify and evaluate opportunities for improving productivity, decision-making, and innovation using AI tools
- Appreciate the strategic, ethical, governance, and risk considerations associated with AI adoption
- Apply practical insights from industry examples and case discussions to their own organizational context

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.

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+91 8422888063



mdp@spjimr.org



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