

# Generative AI for Everyone

**Duration: 1 Day**

## Course Overview

This course introduces participants to Generative AI, its evolution, and its transformative impact on search, creativity, and productivity. Learners will explore prompt engineering fundamentals, multimodal AI (text, image, video), Retrieval Augmented Generation (RAG), fine-tuning, and responsible AI practices. The program emphasizes hands-on exercises, case studies, and practical demonstrations with tools such as Gemini, GPT, and Copilot to make AI concepts accessible to all. The course is designed around **Banking, Financial Services, and Insurance (BFSI) use cases**, helping participants understand how Generative AI can support customer engagement, compliance, fraud detection, loan approvals, financial dashboards, and decision-making workflows.

## Learning Objectives

By the end of this course, learners will be able to:

- Understand the basics, history, and evolution of Generative AI.
- Identify popular models (GPT, Gemini, Claude, etc.) and how they work.
- Recognize the ethical implications and societal impact of Generative AI.
- Compare traditional search engines with reasoning engines in the AI era.
- Apply prompt engineering techniques (role prompting, step-by-step, context-rich prompts).
- Generate text, images, and videos using multimodal AI tools.
- Explore RAG pipelines and fine-tuning for domain-specific tasks.
- Discuss responsible AI principles and apply them to real-world BFSI scenarios.

## Learning Outcomes

Participants will:

- Confidently describe how Generative AI works and its applications.
- Construct clear, actionable prompts for diverse tasks.
- Demonstrate the ability to generate multimodal outputs (text, image, video).
- Evaluate when to use RAG vs. fine-tuning for accuracy and trustworthiness.
- Apply responsible AI practices in professional and everyday contexts.

- Reflect on how Generative AI can enhance workflows in industries such as BFSI, education, and marketing.

## **Course Modules**

### **Module 1: Introduction to Generative AI**

- Basics of Generative AI
- History and evolution
- Popular models (GPT, Gemini, Claude, etc.)
- How Generative AI works (transformers, diffusion models)
- Ethical implications and societal impact

### **Module 2: The Evolution of Online Search**

- Search engines vs. reasoning engines
- How Generative AI changes search
- Thoughtful search strategies in the AI era

### **Module 3: Prompt Engineering Fundamentals**

- What prompts are and why they matter
- Techniques for effective prompting: role prompting, step-by-step prompting, context-rich prompts
- Draft Framework for Prompting: goal clarity, context enrichment, instruction precision, iteration & refinement
- Compare weak vs. strong prompts
- Activity: Rewrite vague prompts into powerful ones
- Craft Framework deep dive
- Quiz

### **Module 4: Image & Video Generation with Gemini Models**

- Introduction to multimodal Generative AI
- How Gemini handles text-to-image and text-to-video
- Use cases: marketing, creativity, Analysis BFSI
- Hands-on demo: Generate an image with BFSI context (e.g., dashboards, customer engagement visuals)

- Best practices: prompt design for visuals

### **Module 5: Retrieval Augmented Generation (RAG) & Fine-Tuning**

- What is RAG?
- Why RAG matters for accuracy and trustworthiness
- Fine-tuning basics: adapting models for specific tasks/domains
- Demo: Building a simple RAG pipeline with BFSI data (customer queries, compliance documents)
- Discussion: When to use fine-tuning vs. RAG in BFSI scenarios
- Quiz

### **Module 6: Responsible AI**

- Principles: fairness, transparency, accountability, privacy, safety
- Real-world risks: bias, misinformation, misuse
- Best practices for end users
- Activity: Case study discussion with BFSI examples (loan approvals, fraud detection, customer privacy)

### **Module 7: Wrap-Up & Reflection**

- Q&A
- Key takeaways and reflections on Generative AI in daily workflows