

Generative AI for Business Leaders and Managers

Duration: 24 hours

Overview

This course equips business leaders with the knowledge and strategic insights needed to harness the power of AI for innovation, efficiency, and ethical decision-making. Covering key AI technologies, practical applications, leadership strategies, and responsible AI practices, participants will learn how to integrate AI into their business models while navigating risks and challenges. Through case studies, interactive discussions, and hands-on exercises, leaders will gain a comprehensive understanding of AI's impact and develop the skills to drive AI adoption within their organizations. Whether exploring generative AI, prompt engineering, or AI-driven business transformation, this course provides a roadmap for executives to lead with confidence in the AI era.

Course pre-requisites

Students should have access to tools like Midjourney and GPT 4 or advance version for practical understanding.

Course Outcomes

This course is designed for professionals seeking advanced knowledge in data science and machine learning techniques.

- Understand the Fundamentals of AI and Generative AI
- Evaluate and Strategize AI Opportunities for Business
- Lead Ethically and Responsibly in an AI-Driven World
- Apply Prompt Engineering and AI Tools to Enhance Productivity

Course Syllabus

Module 01: Demystifying Artificial Intelligence

- What is AI?
- History & Evolution
- Types of AI
- Business Applications
- Common Misconceptions
- AI vs Business Intelligence
- AI maturity models
- Case: Netflix recommendation engine
- Business simulation: "Spot the AI"

Module 2: AI Technologies and Business Applications

- ML, DL, NLP overview
- Applications across sectors
- Real vs Hype
- RPA vs AI comparison
- Case: Amazon's demand forecasting
- Intro to vector embeddings & search
- Case Study Discussion
- Sector Deep Dive

Module 3: Introduction to Generative AI

- What is GenAI?
- Key Tools
- Use Cases
- Risks & Ethics
- GenAI and intellectual property risks
- Demo: Midjourney/Runway use
- Case: Bloomberg GPT in finance
- Exploring various tools

Module 4: Strategic AI Leadership

- Role of AI leaders
- Building vision
- Change management
- Collaboration with tech
- AI leadership competency framework
- Case: IKEA's AI driven logistics
- Exercise: Drafting an AI org chart
- Role Play and Strategy Canvas Exercise

Module 5: Responsible and Ethical AI

- Core principles
- Bias & Explainability
- Legal Landscape
- Stakeholder Trust
- UNESCO AI Ethics recommendations
- Real-world ethical failure: COMPAS system
- AI Transparency scorecard creation

- Ethical Debate
- Case Simulation

Module 6: Prompt Engineering for Business Leaders

- What is Prompt Engineering
- Designing Prompts
- Business Use Cases
- Delegation
- Prompt chaining for business workflows
- Reverse-engineering poor prompts
- Prompt templates for functions (HR, Sales, Ops)
- Prompt Lab
- Pair Exercise

Module 7: Driving Innovation and AI Adoption

- Identifying Opportunities
- Piloting & Scaling
- AI-Ready Culture
- Leadership Traits
- AI Innovation Canvas
- Case: Zara's AI-powered inventory model
- Capstone: Use Case/AI Roadmap + Pitch
- Innovation Workshop