

Management Development Program

Generative AI for Business Managers



Gen AI Adoption

Training is key to easing insecurity

54% of employees say their firms are in pilot AI stages.

57% of employees in non-AI firms feel insecure, Vs 8% in AI firms.

61% of employees trained in AI feel supported by leaders.

49% of millennial feel AI could replace their jobs.

Source:

TOI - Nov 4, 2025

Date 

16th - 17th Jan 2026

Two Days Program

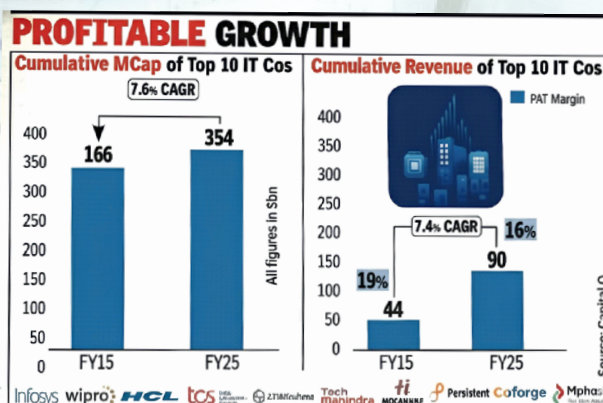
Venue

ISB&M Pune
Campus

Generative AI is not a distant innovation-it is already reshaping how businesses operate and make decisions. According to McKinsey's Economic Potential of Generative AI report, the technology could add up to \$4.4 trillion in annual global productivity gains, transforming sectors such as finance, retail, healthcare, and manufacturing. Meanwhile, Microsoft's Work Trend Index 2024 shows that 75% of professionals already use AI at work, often without formal training or policies.

About This Program

This program responds to that skill gap. It is designed for business leaders, managers, and professionals who want to understand and apply generative AI strategically within their organizations. Participants will explore how tools like ChatGPT, Notebook LM, Midjourney, DALL-E, and LangChain can be used to redesign workflows, improve customer engagement, and make faster, data-driven decisions. Through hands-on sessions and business case simulations, the program bridges conceptual understanding with practical use-helping participants move from curiosity to confident implementation.



The Indian IT sector is projected to cross \$400 billion by 2030, driven by the transformative impact of AI. While AI might temporarily cause downward pressure on pricing due to efficiency gains, a report by Bessemer Venture Partners suggests that the accelerated capabilities of AI will ultimately expand the market, leading to a new wave of outsourcing for higher-value, complex, AI-enabled work.

Leadership Talent Trend by ISB&M



Shashi
General Manager
Mercedes Benz AG



Pallavi Vyas
Manager
Deloitte Consulting



Nitin Gupta
Founder & Managing Director
Maestro Realtek

Program Leader



Dr. Arshad Ahmed
PhD (Business Analytics)
IIT Kharagpur

MBA in IT from IIIT Allahabad, and a BE in Computer Science from Anna University. His teaching covers data science, machine learning, big data analytics, and visualization. His research explores applied ML and generative AI in business—especially hybrid econometric-ML models, algorithmic trading, and AI-driven decision systems. He focuses on making analytics accessible and actionable for managers through real-world, tool-based learning experiences.

What Will You Learn

1. Understand and apply GenAI concepts relevant to decision-making and innovation.
2. Use AI tools effectively to automate reporting, generate content, and design data-driven workflows.
3. Develop precision prompts to improve AI outputs for text, image, & data-based tasks.
4. Assess and compare platforms (open-source vs. proprietary) for scalability and integration.
5. Design a responsible GenAI strategy balancing innovation with ethics, security, and governance.
6. Think and discuss AI applications with decision makers and clients.

Program Content Details

Module 1 - Foundations of Generative AI and Business Transformation

Module 2 - Prompt Engineering and Task Design

Module 3 - Exploring Generative AI Tools and Ecosystems

Module 4 - Business Process Automation with GenAI

Module 5 - Building and Deploying AI Agents

Module 6 - Responsible AI, Governance and Ethical Adoption

Module 7 - Capstone Lab - Design Your AI-Powered Business Prototype

Program Benefits

- **Understand Generative AI Fundamentals** - Gain clarity on how generative models differ from traditional AI systems, and why they matter for business competitiveness.
- **Identify Business Use Cases** - Explore high-impact applications across marketing, finance, HR, operations, and product innovation.
- **Apply Tools Practically** - Use leading AI platforms to generate content, streamline processes, and develop prototypes.
- **Address Ethics and Governance** - Learn about responsible AI use, data privacy, and compliance considerations.
- **Build an Organizational Roadmap** - Outline an actionable GenAI adoption plan customized to your business context.

Learning Process and Style

Program will be delivered with highly collaborative, interactive, thinking and execution driven approach. Aim is to learn to visualize a scenario, think and analyse with creative thoughts & information research, share, discuss and deliberate on ideas, plans and execution.

Program Delivery Methodology

1. Assessment and development centre approach to define each participants learning needs
2. Scenario development and analyse to define future of business
3. Case of industry and companies
4. Company based projects between the modules
5. Psychological testing and assessment for self-development and personal improvement
6. Experimental exercise & simulation
7. AI, GenAI and tech driven approach to business analysis and plan development.

Program Leaders



Prof. Siddharth Joshi
M.S. (University of Texas, Austin)

over 16 years business experience working with multinational companies and start-ups. His expertise lies in Supply Chain Strategy/Analysis, Capital Markets and Algorithm development. Siddharth has worked in India and the United States. He holds a M.S (Manufacturing Systems) from the University of Texas, Austin and has publications in the fields of Supply Chain, Capital Markets and Strategic Affairs to his credit.



ISB&M Alumni Status
Become a Part of a
Global Community



Residential Facility
Residential Facility is
Available



Grow Your Network
Learn with a Peer
Group of Business Leaders

Illustrative Client List



President Message



Dr. Pramod Kumar
PhD (IIT Bombay)
Founder & President, ISB&M Group

Ph.D. (Organizational Behavior), IIT Mumbai, Formerly with IIM Ahmedabad, Former Professor & Chairperson Placement, XLRI, Jamshedpur; Ex-Director, Symbiosis Institute of Business Management, Pune; Consultant to over 80 companies worldwide. Author of over 100 research papers, cases, and management games. Research is quoted internationally in textbooks and journals. Served on Government of India Committees on Management Education.

“ At ISB&M, our Management Development Programs (MDPs) are designed to empower corporate leaders and executives to excel in their roles, lead with confidence, and drive organizational transformation. By emphasizing real-world applicability, strategic thinking, and leadership excellence, our programs foster professional growth and equip participants with the tools to overcome self-limiting beliefs, enhance decision-making, and unlock new possibilities for themselves and their teams. ”

Message from Chairperson Executive Education



Dr. Arun Joshi
PhD (IIT Kharagpur)

Ph.D. (Organizational Behavior) VGSOM-IIT Kharagpur, Meritorious Scholar and internationally quoted researcher with publications in globally acknowledged journals, Trusted advisor - Organizational behavior and dynamics, and Human resource management.

“ Modern markets are highly dynamic, and both technology and employer expectations are changing fast. At ISB&M, we closely observe these shifts and design Executive Learning Programmes that keep pace with modern businesses. The practical approach and experienced faculty are trusted by Indian and multinational clients. Our programmes are future-oriented, focused on measurable outcomes, and built to develop high-performing leaders and future-ready teams. ”

Fee Structure

Category	Number of Nominations		
	1 Nomination	2 Nominations	3 or more Nominations
	Early Bird / Regular (INR)	Early Bird / Regular (INR)	Early Bird / Regular (INR)
Individual	13,000 / 15,000	10,000 / 13,000	8,000 / 10,000
Corporates	18,000 / 20,000	16,000 / 18,000	13,000 / 15,000

Our Other Programs



Finance Essentials for Business Executives

This two-day program empowers non-financial professionals with essential financial literacy to make informed business decisions. Participants learn to interpret financial statements, analyse costs, evaluate investments, and link macroeconomic indicators to strategy-enhancing confidence, communication, and leadership in cross-functional roles through practical, hands-on financial insights.



16th
Jan 2026 **TO** **17th**
Jan 2026

Join Elite Alumni Community:

Participants on the completion of the program will receive a Certificate and alumni status from International School of Business and Media, Pune, enabling access to a network of distinguished alumni and career resources for 2 years. The ISB&M alumni will get access to 12000+ alumni network across 45 countries, select career and professional development resources and invitations to alumni events and further learning opportunities.



High Impact Business Leadership

Transform your leadership to deliver better business results. This high-impact program enrich your perspective with contemporary business markets, mastering general management and data-driven decisions making to grow in a rapidly changing environment. Lead teams that deliver superior performance and secure your professional future. The program will be delivered in 8 modules over 4 months.



16th
Jan 2026 **TO** **9th**
May 2026

4 Months - 8 (alternative) weekends

Mentorship for Professional Growth:

All non-corporate participants (self-nominated) will be provided with individual mentorship for professional growth and career planning support from ISB&M, Executive Education wing.

All communications should be addressed to:

Dr. Arun Joshi

Chair - Executive Education

International School of Business and Media, Pune

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Marketing Partner



Black Orange
Talent Executive

For More Info :

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