

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

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 this 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 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.

Leadership Talent Trained by ISB&M



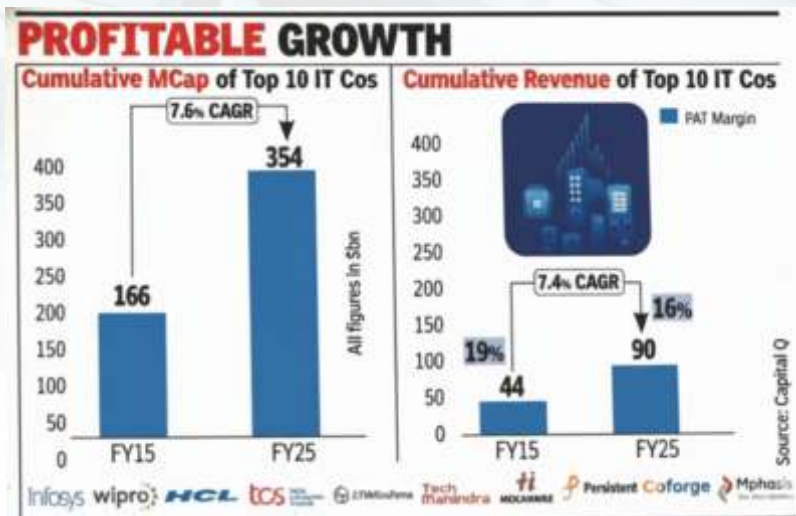
Shashi

General Manager
Mercedes Benz AG



Pallavi Vyas

Manager
Deloitte Consulting



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.

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 US. 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.



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.

Program Delivery Methodology

The program is highly interactive and execution-focused, enabling participants to think critically, explore ideas, and translate insights into actionable outcomes.

1. Scenario development and analyse to define future of business
2. Case of industry and companies
3. Experimental exercise & simulation
4. AI, GenAI and tech driven approach to business analysis and plan development.

Who Should Attend

- Business leaders and functional heads driving digital transformation
- Mid-senior managers seeking AI-enabled decision-making and productivity
- HR and L&D leaders building future-ready capabilities
- Professionals across Marketing, Finance, Operations, and Strategy
- Innovation, analytics, and technology teams exploring GenAI applications
- Entrepreneurs and consultants leveraging AI for business growth

Select sessions would be conducted by industry experts.