



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



THE POWER OF GENERATIVE AI: HOW TO TRANSFORM YOUR BUSINESS FOR THE FUTURE



Programme Director: Prof. Soumyakanti Chakraborty



Programme Dates: August 20 - 23, 2024



Programme Venue: MDC, IIM Calcutta

INTRODUCTION

In today's rapidly evolving business landscape, harnessing the power of AI is no longer a choice but a necessity for organizations looking to stay competitive and make meaningful strides towards the future. Generative AI, a transformative branch of AI, stands at the forefront of this revolution, offering the potential to create, enhance, and automate a wide range of tasks and processes. Scientific research on Generative AI indicates that it is one of these rare general-purpose technologies that has the potential to shift competitive landscapes and propel extraordinary growth.

This programme is designed to empower senior executives, decision-makers, and leaders so that they can navigate this technological shift that is impacting the business. Whether you are leading a tech-centric organization, overseeing digital transformation, or simply looking to unlock new avenues for innovation using technology as a lever, this programme will equip you with the insights and strategies needed to leverage Generative AI effectively.

In this programme, we will explore the foundations of Generative AI and its applications across various industries and functions. We will also delve into the challenges, limitations and the ethical considerations that come with wielding such transformative technology. You will engage with the state-of-the-art tools and techniques as part of hands-on workshops, and participate in thought-provoking discussions that will not only deepen your understanding of Generative AI but also empower you to make informed decisions on Generative AI and apply them for improving business performance of your organisation.

This programme on Generative AI is not just about adapting to change; it's about leading the change. Together, we will explore the limitless possibilities that Generative AI offers, and help you chart a path to successfully integrate Generative AI with your business operations.

OBJECTIVES

- **Comprehensive Understanding:** Ensure participants have an understanding of Generative AI from a business manager's perspective, including its core concepts, technologies, and applications across various industries.
- **Business Process Transformation:** Prepare participants to lead business transformation by integrating use of Generative AI into their organization's operations, products, and services.
- **Ethical Awareness:** Foster awareness of the ethical considerations and responsible AI practices associated with Generative AI, emphasizing the importance of ethical decision-making.
- **Innovation Catalyst:** Empower leaders to identify opportunities for innovation and disruption using Generative AI, enabling them to stay ahead in a rapidly evolving business landscape.
- **Hands-On Experience:** Provide practical experience through workshops, case studies, and projects, allowing executives to work directly with Generative AI tools and platforms.
- **Risk Management:** Equip executives with the knowledge to assess and mitigate risks associated with Generative AI implementation, including data privacy and security concerns.

These objectives aim to provide a holistic and practical learning experience that empowers executives to understand and harness the potential of Generative AI while navigating its challenges and ethical considerations effectively.



KEY TOPICS

- Understanding AI and Generative AI
- Industry Applications
- Life cycle of Generative AI projects
- Prompt-engineering strategies for optimizing AI models, such as GPT4
- Building an (Gen) AI team
- Risks and Ethical Considerations



PEDAGOGY

Interactive sessions, examples and case studies, hands-on demonstration using simple software tools.



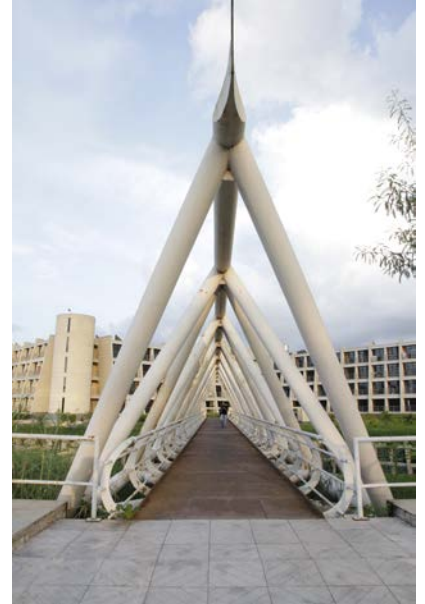
WHO MAY ATTEND

This programme is designed for business leaders, function heads, SBU heads, team leaders, and CXOs (irrespective of their domain of work), who want to gain a managerial perspective of the role that Generative AI can play within their organizations.



PROGRAMME DIRECTOR

Soumyakanti Chakraborty is a professor in the area of Management Information Systems at the Indian Institute of Management Calcutta and holds a PhD in Information Systems from the Indian Institute of Management Calcutta. Dr. Chakraborty's has 14 years of experience in academics and has worked as a software developer prior to joining academics. Dr. Chakraborty's research and teaching interests lies in the interface of platforms and applied AI, with particular focus on healthcare. His research articles have appeared in top international journals and he has presented his research in reputed international research conferences. Dr. Chakraborty has conducted numerous executive education programmes on data analytics and AI for both Government organizations and corporate houses. He teaches courses on Machine Learning and Deep Learning to MBA and Executive MBA students at IIM Calcutta. Some of the topics that he teaches are Deep Computer Vision systems using Convolutional Neural Networks, Sequence modeling (Recurrent Neural Networks), Natural Language Processing using the Transformer architecture, and Generative AI. He may be reached at soumyakc@iimcal.ac.in.



PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on August 20, 2024
- Programme Conclusion:** 2:00 PM on August 23, 2024
- Accommodation:** For Residential participants, on single occupancy
 - **Check-in:** August 19, 2024 (6:00 PM onward)
 - **Check-out:** August 23, 2024 (2:00 PM)



PROGRAMME FEES

- Residential (R):** ₹ 1,00,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 90,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.



TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to programme_mdp@iimcal.ac.in