

6 MONTHS

AGENTIC AI SESSIONS

Executive Certification in Generative AI for Management Leaders

Hands-on program for managers, CXOs, and team leads to master Generative AI tools, workflows, and strategies without coding experience

Apply Now

Duration:

6 Months

Mode of Delivery:

Online

Eligibility:

Graduate with 5 years of work experience



Program Highlights



HARVARD
UNIVERSITY

AI Case Studies from
Harvard included



1 Capstone Project at
the end of the program



Get Certified by
IIM Trichy



Career and Resume
Building Support



20+ Live Classes
with IIM Trichy
Professors



Build AI Project
Portfolio

Rankings and Recognitions of IIM Trichy

nirf RANK #16
(2025)
National Institutional
Ranking Framework

ASSOCIATION
OF
AMBA
ACCREDITED

AACSB
Business Education.
Connected.

FORTUNE
INDIA
Top 25 B-Schools (2025)

Tools You will learn in 6 months



perplexity

Gemini

colab



n8n



Google Ads



NotebookLM

Program Curriculum

Become an AI-native leader in your organisation by the end of 6 months.

Module 1

Introduction to Generative AI

▶ Live Classes Weeks: 02 Hours: 08

Faculty: Prof. Jang Bahadur Singh

Goal:
Build a business-friendly foundation in Artificial Intelligence and Generative AI, enabling managers to understand core concepts and apply structured prompting techniques for practical business use.

What You'll Learn:

- Week 1: AI Foundations for Managers**
- Evolution of AI: Machine Learning and Deep Learning
 - Transition from Traditional AI to Generative AI
 - Introduction to Large Language Models (LLMs)
 - Understanding tokens, probability-based generation and limitation
- Week 2: Prompt Engineering & Business Use Cases**
- Role-based and context-rich prompting
 - Structured output prompting for business workflows
 - Chain-of-thought prompting
 - Few-shot and iterative prompting
 - Identifying tasks suitable for AI delegation

Projects:

- Develop structured prompts for real-world business tasks
- Evaluate AI outputs for bias, hallucination, and logical consistency

Tools Covered:



Module 2

Gen AI in Human Resources Management

▶ Live Classes Weeks: 02 Hours: 08

Faculty: Prof. Nimmi P. M.

Goal:
Understand how Generative AI is transforming HR functions—from recruitment and engagement to employee experience and retention.

What You'll Learn:

- Week 1: Generative AI and HR Management**
- Impact of Generative AI on HR functions
 - AI tools used in recruitment and engagement
 - Efficiency gains across HR operations
- Week 2: Gen AI Use Cases in HR Practices**
- Applicant Tracking Systems (ATS) and HRIS integration
 - AI-powered recruitment workflows
 - Employee wellness and AI impact (Reflections Story)
 - Case: HYGPT – Transforming Applicant Experience

Projects:

- Develop an AI-powered recruitment workflow
- Analyze an AI-enabled HR transformation case

Tools Covered:



Module 3

Gen AI in Marketing

▶ Live Classes Weeks: 03 Hours: 09

Faculty: Prof. Krishna Teja Perannagari

Goal:
Examine how Generative AI interprets market signals and drives value across the marketing value chain, while addressing governance and ethical deployment.

What You'll Learn:

- Week 1: Foundations and Value Creation**
- How Gen AI interprets market signals and customer data
 - Value creation across the marketing value chain
 - Risks, bias, governance, and ethical considerations
 - Case: HubSpot and Motion AI (B)
- Week 2: Marketing Campaigns and Growth**
- AI-driven segmentation and targeting
 - Campaign ideation and content generation
 - Media optimization and performance analytics
- Week 3: AI and Branding — Strategy & Governance**
- Gen AI for brand positioning and storytelling
 - Managing brand voice and consistency
 - Brand trust, risk, and long-term equity
 - Case: Sephora – Transforming the Beauty Experience

Projects:

- Develop an AI-driven campaign strategy
- Analyze a technology-enabled marketing transformation case

Tools Covered:



Module 4

Gen AI in Finance

▶ Live Classes Weeks: 02 Hours: 08

Faculty: Prof. Shalini Velappan

Goal:
Explore how Generative AI augments investment analysis and corporate finance decision-making while maintaining accountability and ethical boundaries.

What You'll Learn:

- Week 1: AI Foundations for Managers**
- AI as research assistant and analytical tool
 - Investment reasoning with AI: power and pitfalls
 - Designing AI-augmented investment teams
- Week 2: Strategic Corporate Finance & the CFO's Role**
- AI in capital budgeting and capital structure decisions
 - Risk, governance, and accountability
 - The evolving role of the AI-enabled CFO

Projects:

- AI-assisted investment analysis simulation
- Design a human-AI decision framework for corporate finance

Tools Covered:



Module 5

From Gen AI to Agentic AI

▶ Live Classes Weeks: 03 Hours: 08

Faculty: Prof. Venkataraghavan Krishnaswamy

Goal:
Understand Agentic AI systems that move beyond content generation to planning, reasoning, and action in business contexts.

What You'll Learn:

- Week 1: From Conversation to Action**
- Understanding Agentic AI and intelligent agents
 - Building first AI agent teams
- Week 2: Understanding Customers and Products**
- AI agents interpreting product and customer data
 - Sentiment analysis and customer insights
- Week 3: Data Analytics Reimagined**
- Understanding data using Agentic AI
 - Acting on insights through agentic workflows

Projects:

- Design a multi-agent workflow for market entry
- Build a basic agentic AI team prototype

Tools Covered:



LLM-based agent frameworks

Module 6

Gen AI for Operations, Processes & Supply Chain

▶ Live Classes Weeks: 02 Hours: 08

Faculty: Prof. Sirish Kumar Gouda

Goal:
Examine how Generative AI enhances workflows, operational efficiency, and autonomous supply chain systems.

What You'll Learn:

- Week 1: Cognitive Operations**
- SOP-based systems vs self-learning systems
 - AI in quality management, maintenance, warehousing, and manufacturing
- Week 2: Autonomous Supply Chain**
- AI-enabled supplier selection and negotiation
 - Vendor management and distribution optimization
 - From descriptive to predictive and prescriptive systems

Projects:

- Redesign an operational workflow using AI
- Analyze AI integration in supply chain systems

Tools Covered:



or similar

Module 7

Gen AI, Digital Strategy & Transformation

▶ Live Classes Weeks: 03 Hours: 09

Faculty: Prof. Gopinath K.

Goal:
Understand how Generative AI drives digital transformation and redesigns business value creation.

What You'll Learn:

- Week 1: Digital Transformation Foundations**
- Meaning and scope of digital transformation
 - Digital business models and value creation
- Week 2: Turning Data into Assets**
- Analytics-driven transformation
 - Role of Gen AI in organizational change
 - Case: Majid Al Futtaim
- Week 3: Managing Digital Transformation**
- Economics of Gen AI
 - Designing a DX roadmap
 - Article discussion: Mapping Digital Transformation

Projects:

- Analyze a Gen AI transformation roadmap
- Analyze an AI integration-driven transformation case

Tools Covered:



Module 8

Gen AI and Governance

▶ Live Classes Weeks: 02 Hours: 08

Faculty: Prof. Saini Das

Goal:
Understand risks, governance frameworks, and responsible deployment of Generative and Agentic AI systems.

What You'll Learn:

- Week 1: Gen AI Risks and Mitigation**
- Key risks in Gen AI systems
 - Ethical principles and safeguards
- Week 2: Responsible AI & Agentic Governance**
- Responsible AI frameworks
 - Agentic AI risks and mitigation strategies
 - Case: Deloitte Canada

Projects:

- Develop a responsible AI governance framework
- Analyze governance case study

Tools Covered:

Conceptual frameworks (No specific tools)

Module 9

Gen AI Applications – Practitioner's Perspective

▶ Live Classes Weeks: 04 Hours: 12

Faculty: Prof. Jang Bahadur Singh & Industry Faculty

Goal:
Build hands-on understanding of Retrieval Augmented Generation (RAG) and Agentic AI using low-code platforms.

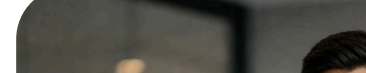
What You'll Learn:

- Week 1: Retrieval Augmented Generation (RAG)**
- RAG fundamentals
 - Non-technical architecture overview
 - Building first RAG system
- Week 2-4: Agentic AI Using Low-Code Tools**
- Agentic AI building blocks
 - Orchestration tools
 - Implementing intelligent workflows

Projects:

- Build a basic RAG system
- Design and deploy an agentic workflow

Tools Covered:



(or similar platforms)

Module 10

Capstone Project Presentations

Assignment Weeks: 01 Hours: 3

Faculty: Prof. Jang Bahadur Singh & Prof. Venkataraghavan Krishnaswamy

Goal:
Apply Generative and Agentic AI concepts to design a practical, executive-ready AI adoption proposal

What You'll Learn:

- Business problem definition using AI
- Designing AI solution architecture
- Evaluating business impact and risks
- Presenting executive-level AI strategy

Deliverables:

- 10-15 slide executive presentation
- 12-15 page business report

Projects:

- Identify a high-value AI use case in a chosen business function
- Develop implementation roadmap and governance framework

Tools Covered:

Participant's choice

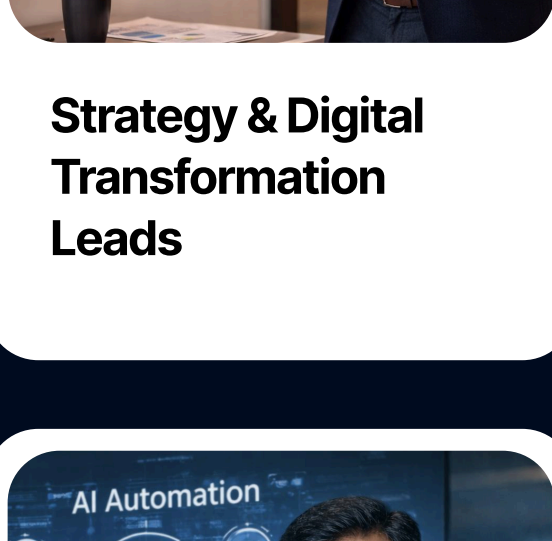
Who should attend this program?



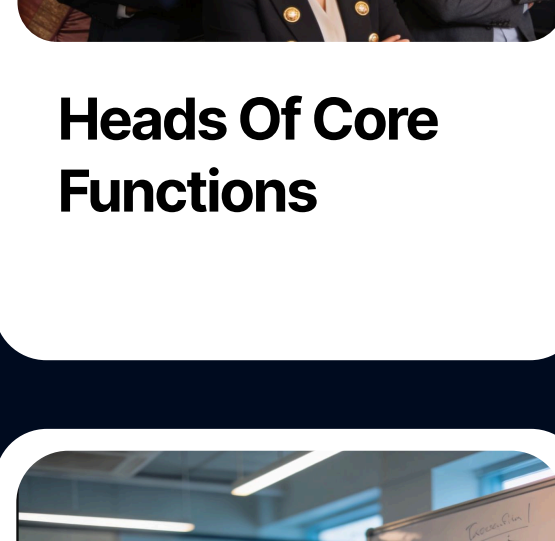
Mid-Senior Managers Who Drive Teams



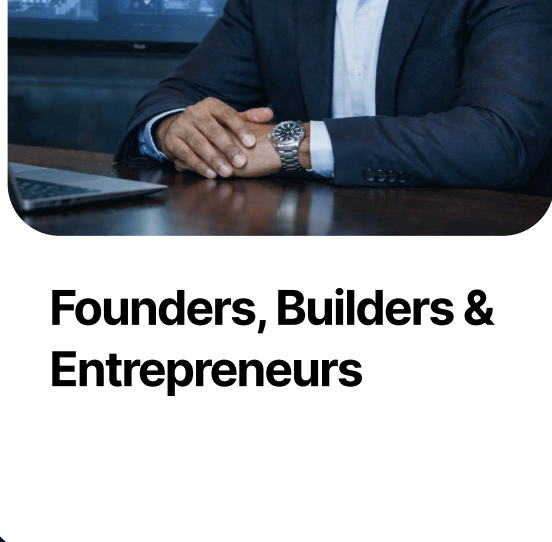
Senior Executives Responsible For Business Outcomes



Strategy & Digital Transformation Leads



Heads Of Core Functions

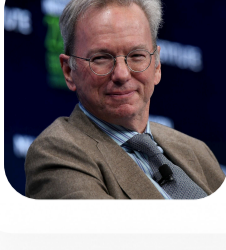


Founders, Builders & Entrepreneurs



CTOs and IT Directors

What global leaders have to say about AI



AI will be the most important technology humans have ever worked on.

Eric Schmidt

Former CEO, **Google**



The most important thing is not the technology itself, but how people use it to create value.

Satya Nadella

CEO, **Microsoft**

Program Directors



Prof. JB Singh

Prof. Jang Bahadur Singh is an Associate Professor at IIM Tiruchirappalli, holding a Ph.D. from IIM Bangalore and an M.Tech from IIT Kharagpur. His research examines societal implications of information technology in India, including digital divide and digital literacy, alongside the application of machine learning in business decision-making. He teaches management information systems, business analytics, and AI for managers, and has delivered executive programs across leading institutions. He co-authored the award-winning case study "Cure.fit: A Health Check," recognized by the Association of Information Systems (AIS) Asia-Pacific region.



Prof. Venkataraghavan K

Dr. Venkataraghavan Krishnaswamy is an Associate Professor in the Information Systems and Analytics Area. He holds a PhD from the Department of Management Studies, Indian Institute of Technology Madras. His research explores the business value of information technology, emerging technologies and their applications, and enterprise information systems. With eight years of industry experience, he previously worked as a Principal Data Scientist at a telecom analytics start-up and as an ERP Package Solution Consultant at IBM and NTT India.

IIM Professors who will conduct the program



Prof. Nimmi PM

Prof. Nimmi P. M. is an Assistant Professor of Human Resource Management and Organisational Behaviour at IIM Tiruchirappalli. Her research centres on careers, employability, and work attitudes. Previously associated with Amrita School of Business, she has contributed to research and doctoral committees and was nominated for the AIMA Young Management Scholar Award (2024). She teaches across MBA and executive programs in HRM, HR Analytics, and Career Management.



Prof. Shalini V

Dr. Shalini Velappan is an Assistant Professor at IIM Tiruchirappalli with a Ph.D. from IIT Madras. Her research spans asset pricing, risk management, and financial technology, with publications in reputed international journals. She brings eight years of global industry experience in analytics across banking and automotive sectors. A recipient of multiple academic and industry awards, she teaches Fintech, Derivatives, Corporate Finance, and Asset Pricing to MBA and doctoral students.



Prof. Krishna Teja

Dr. Krishna Teja Perannagari holds a Ph.D. from IIM Kashiipur and specialises in marketing analytics, strategy, and customer management. His research explores AI applications in business, customer dynamics, CRM effectiveness, and data-driven decision-making. He has taught at leading institutions including IIM Tiruchirappalli and contributes extensively to executive and certificate programs focused on enabling sustainable, customer-centric growth through technology and analytics.



Prof. Saini Das

Dr. Saini Das is an Associate Professor at IIM Tiruchirappalli with a Ph.D. from IIM Lucknow. With over a decade of academic experience across premier institutions, her research addresses social, ethical, and security challenges arising from digital transformation, particularly in healthcare and e-commerce. She actively contributes to management teaching, training, and research in digital business contexts.



Prof. Gopinath K

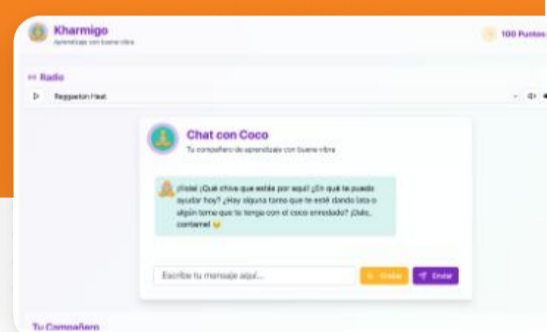
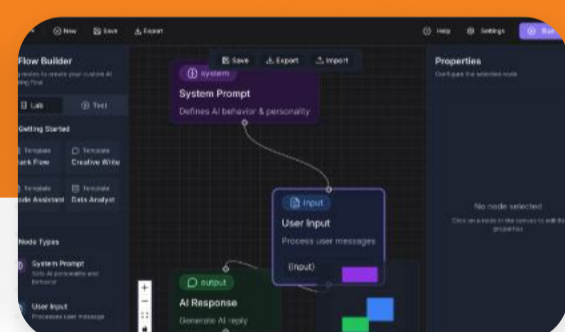
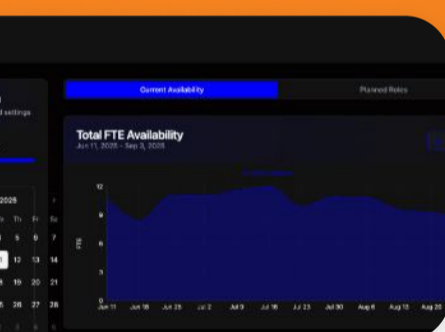
Prof. Gopinath K. holds a Ph.D. from IIT Madras, an MBA from NIT Tiruchirappalli, and a BE in Computer Science from Anna University. With prior consulting experience at Infosys, his research focuses on e-commerce, digital health, wearables, and disruptive technologies, particularly in the context of digital adoption and transformation. His work has been published in leading journals and presented at international conferences.



Prof. Sirish Kumar Gouda

Prof. Sirish Kumar Gouda is an Associate Professor at IIM Tiruchirappalli with a Ph.D. from IIM Bangalore. His expertise lies in operations management, supply chain analytics, and sustainable operations. He has prior experience in supply chain consulting and financial inclusion, and his research is published in leading international journals. He regularly trains corporate professionals in operational leadership and process excellence.

No prior coding experience required



Official IIM Trichy Certification on completion of your program.



Add this credential to your LinkedIn, resume, or CV.



Share it on social media and highlight it in your performance reviews



Earn a certification from IIM Trichy, a premier Tier 1 institute in India.

Evaluation:-

Participants will be evaluated using

- Module-Wise MCQ Exams (Weightage: 100%)
- Capstone Project Presentation (Qualitative: Satisfactory / Unsatisfactory)



Eligibility Criteria for Certification:-

Participants must obtain a minimum of 35% in evaluation, satisfactory grade in capstone, and attendance of 70% (live participation) is mandatory to obtain the certificate of completion.



LOCKED 

CAPSTONE PROJECT

Reveals itself only once you are inside the program



Learning Objective:

Enable participants to synthesize Generative AI and Agentic AI concepts into a practical, business-ready solution by identifying a use case, designing an implementation approach, evaluating business impact, and presenting an executive-level AI adoption proposal with clear governance and risk considerations.

Deliverable:

Each team will submit :

A 10–15 slide executive PowerPoint presentation

A short business report with references (12–15 pages)

The final submission should clearly explain the use case, solution approach, expected benefits, implementation roadmap, and key risks with mitigation strategies. The project culminates in a group presentation.

Program Fees

Process of enrolling into the program:

- ✓ **Fill the Application Form**
Tell us about yourself so we can get to know your profile
- ✓ **Profile review**
Our admissions team will assess your application.
- ✓ **Get admission guidance**
If selected, we'll walk you through the enrollment steps.
- ✓ **Explore financing options**
Our admissions team will connect you with trusted loan partners.

EMI OPTIONS AVAILABLE!

Early bird offer claimed! Valid for first 50 people only

~~₹2,00,000~~
₹1,30,000
+ GST

Apply Now & Save 35%

Frequently Asked Questions

Who is this program designed for? ^

This program is designed for working professionals with at least 5 years of experience who influence business decisions. Typical participants include mid to senior managers, functional leaders in HR, Marketing, Finance, Operations or Strategy, product managers, consultants, digital transformation leaders, and entrepreneurs exploring AI-led growth.

Who is this program NOT designed for? ^

This program is business-focused and not intended for deep technical training. It may not be suitable for AI researchers, machine learning engineers, or professionals looking for advanced model-building or coding-heavy AI programs.

I come from a non-technical background. Can I still benefit from this program? ^

Yes. The program is designed specifically for business professionals who may not have a technical background but want to understand how AI can be applied within business functions and organizational decision-making.

Will this program help me stay relevant in an AI-driven workplace? ^

Yes. The program equips participants with the knowledge required to identify, evaluate, and implement AI solutions within their organizations, helping them remain competitive as businesses increasingly adopt AI technologies.

What is this program about? ^

The Executive Certification in Gen AI for Management Leaders is a 6-months online live program offered by IIM Tiruchirappalli. It provides a comprehensive understanding of Generative AI and its evolution toward Agentic AI, with a focus on business applications across HR, Marketing, Finance, Operations, and Digital Strategy. The program concludes with a capstone project where participants design an executive-ready AI adoption strategy

What AI tools will I learn to use? ^

Participants will gain exposure to several widely used AI platforms and tools such as ChatGPT, Google Gemini, Perplexity AI, NotebookLM, Google Colab, Python basics, and low-code workflow tools like n8n.

What is the Capstone Project of this program? ^

The capstone project is a practical team assignment where participants identify a real-world business problem and develop a Generative AI solution. The deliverables include an executive-style presentation and a detailed business report outlining the AI implementation roadmap and expected impact.

What are the prerequisites for joining the program? ^

Participants should have basic familiarity with spreadsheets such as Excel or Google Sheets, curiosity toward Generative AI tools, and openness to cross-functional learning. Programming experience is optional but not mandatory.

Is coding background or prior knowledge of AI required before joining? ^

No. The program begins with AI foundations and progressively builds toward advanced business applications. It only emphasizes on low-code and no-code tools wherever possible, focusing on AI strategy and application rather than programming.

What is the minimum eligibility to join the program? ^

Applicants must hold a graduate degree and have at least five years of professional work experience

What is the format and schedule of the program? ^

Classes are conducted live through an interactive virtual classroom platform. The program runs for five months in a fully online live format. Sessions are conducted every Saturday from 09:30 AM to 12:45 PM, totaling 72 contact hours across the ten modules.

What platform will be used for learning? ^

Participants receive access to a Learning Management System where they can access recordings, download course materials, track their progress, and submit assignments.

How much time should I dedicate outside the live sessions? ^

Participants may need to dedicate approximately two to three hours per week outside the live sessions for reviewing materials, practicing with AI tools, and working on the capstone project.

What happens if I miss a live session? ^

Participants can review the recorded session on the learning platform. However, attending live sessions is recommended to benefit from interaction with faculty and peers.

How will participants be eligible for the certificate? ^

Participants must score a minimum of 35% in the MCQ assessments, receive a satisfactory evaluation for the capstone project, and maintain at least 70% attendance. Evaluation consists of module-wise MCQ assessments and a capstone project presentation.

What certificate will I receive after completing the program? ^

Participants who successfully complete the program requirements will receive a Certificate of Completion from IIM Tiruchirappalli.

Will I receive alumni status from IIM Tiruchirappalli? ^

This program does not offer alumni status, as per EEC policies.

What are the outcomes of this program? ^

Participants will be able to identify high-impact AI opportunities across business functions, apply Generative AI tools for productivity and decision support, design AI adoption strategies, and evaluate governance and risk considerations associated with AI implementation.

Does the program offer placements or job assistance? ^

This is a program designed for working professionals and therefore does not include placement services.

Can entrepreneurs benefit from this program? ^

Yes. Entrepreneurs can use the program to identify AI opportunities within their businesses, automate processes, and design AI-enabled products or services.

How do I apply for the program? ^

Interested candidates can apply by submitting an online application form by clicking the "Apply Now" button on this page. The admissions team will review the profile and guide applications through the next steps.

Is there a selection process for admission? ^

Applications are reviewed to ensure that candidates meet the eligibility criteria and can benefit from the program. Applicants may be required to submit graduation proof, government identification, work experience details, and an updated resume or LinkedIn profile.

When does the next cohort start? ^

Cohorts are launched periodically. Applicants should check with the admissions team or program page for the upcoming cohort schedule.

Are EMI options available? ^

Yes. EMI options are available through select financing partners, allowing participants to pay the program fee in monthly installments depending on eligibility. We have exclusive NBFC partnerships with Avanse and Propellid. Most EMI plans typically range from three to twelve months depending on the financing partner and approval.

Can my employer sponsor the program? ^

Yes. Many participants enroll through corporate sponsorship or reimbursement programs. Official invoices or sponsorship letters can be provided, if required, by USDC.

What support will participants receive during the program? ^

Participants receive program management support, technical assistance for accessing sessions and tools, guidance for assignments, and support for capstone project work.

Participants will learn alongside professionals from multiple industries, creating opportunities for peer discussions and professional networking.

I am unsure whether this program is right for me. Can I speak with someone before applying? ^

Yes. Prospective participants can schedule a one-on-one consultation with an admissions counsellor to discuss their background, goals, and suitability for the program.



Still got questions or doubts?

Please reach out to us at

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USDC Contact Details:

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[Apply Now](#)



IIM Trichy is running a certificate program for Generative AI for Business Leaders jointly with USDC Projects Private Limited.