MANAGEMENT DEVELOPMENT PROGRAMME

Generative AI for Business

Driving Innovation and Competitive Advantage

A practical, business-focused programme
Build the confidence to evaluate, prototype and deploy Generative AI solutions across functions.

Programme Coordinator
Prof. Pradeep Kumar Dadabada
Associate Professor, Information Systems & Analytics
IIM Shillong

Programme Overview

Program Objectives

This Management Development Program (MDP) is designed as a comprehensive introduction to Generative AI (GenAI) for business professionals. It bridges the gap between theoretical understanding and practical application, equipping participants with the knowledge and skills to leverage GenAI technologies for business innovation, efficiency, and competitive advantage. The program focuses on real-world applications across various business functions and provides hands-on experience with current GenAI tools and platforms.

What participants will gain

- Demystify foundational concepts of GenAI
- Explore real-world applications of GenAI in finance, consulting, audit, HR, legal, marketing, and client delivery.
- Equip participants to design and prototype GenAI-powered solutions using tools like ChatGPT, DeepSeek, Claude, Gemini, Perplexity, Microsoft Copilot and Grok.
- Discuss responsible AI governance, trust, ethics, hallucination risks, and enterprise deployment strategies.
- Strengthen business communication and decision-making through GenAI-augmented tools.

Programme Coordinator

FACULTY PROFILE

Prof. Pradeep Kumar Dadabada is an Associate Professor of Information Systems & Analytics at the Indian Institute of Management Shillong, with more than seven years at the Institute. Previously, he served as Senior Data Scientist at Innominds Software Solutions Pvt. Ltd., Hyderabad. He was recognised among the “Top 10 prominent data science academicians in India” in 2019. He has published 30+ peer-reviewed research papers and international conference papers, and successfully organised LEAD 2024 and LEAD 2025 at IIM Shillong. His interests include data and business analytics, artificial intelligence, time-series analytics and soft computing.

Learning Journey

01 Understanding AI and Generative AI	02 GenAI for the Enterprise: Business Use Cases Across Domains
03 Prompt Engineering for Business	04 Exploring GenAI Tools: ChatGPT, DeepSeek, Claude, Gemini, Perplexity and Microsoft Copilot
05 GenAI in Talent, HR, and Learning & Development	06 GenAI for Financial Analysis
07 GenAI for Marketing	08 GenAI for Operations and Data Analysis
09 GenAI for Business Communication	10 Responsible, Ethical, and Strategic Use of GenAI

Tools explored

ChatGPT	DeepSeek	Claude	Gemini
Perplexity	Microsoft Copilot	Grok	AI Fiesta*

Training Methodology

LIVE DEMONSTRATIONS Business applications across domains using GenAI tools.	HANDS-ON PRACTICE Prompt engineering documents and use-case walkthroughs.	RESPONSIBLE AI Ethics and policy discussions using real-world dilemmas.

Prerequisite: Participants should bring laptops. One paid AI Fiesta account is recommended.

Residential MDP Fee Structure

Rates indicated are for financial year 2026-2027.

ACADEMIC COMPONENT	NON-ACADEMIC COMPONENT
Rs 10,000 **per participant / per day** **+ applicable taxes**	**Rs 5,000** **per participant / per day** **+ applicable taxes**
Includes • Programme development fee • Programme tuition fee • MDP kit on registration • Study, reading and case materials provided during the programme	Includes • Single-room accommodation with attached bathroom, electric kettle, tea/coffee sachets, towels and toiletries • Breakfast, lunch and dinner on programme days • Tea with cookies/biscuits twice daily • High tea at inaugural and valedictory sessions • Programme dinner • Institute Wi-Fi access

3-DAY RESIDENTIAL MDP	**Rs 45,000 + 18% GST**

Important notes

Total programme fee per participant per day is the Academic Component plus the Non-Academic Component plus applicable taxes. Travel is not included. The Institute may assist with local travel on actuals. Fees are based on a minimum of 10 participants. If attendance is below 10, the academic fee will still be calculated for 10 participants to cover fixed faculty and administrative costs. If attendance exceeds 10, the fee will be adjusted to actual participation.

PAYMENT DETAILS	Payable to: IIM Shillong Bank Account No: 30276148008 IFSC: SBIN0002081 MICR: 793002013 Payment may be made online or by demand draft drawn in favour of IIM Shillong, payable at Shillong.