

AI for Managers - 50 Hours

Course description

The AI for Managers program is designed for professionals eager to understand and apply the transformative power of Generative and Agentic AI — without writing a single line of code. This 50-hour, hands-on course provides a comprehensive journey from foundational AI concepts to the creation of intelligent, automated systems that deliver real business value.

Participants will explore how AI models think, reason, and generate insights, while mastering no-code tools that make AI innovation accessible to everyone. Through real-world demos, interactive exercises, and practical projects, learners will gain the confidence to design AI-driven workflows, develop agentic systems, and integrate RAG (Retrieval-Augmented Generation) for smarter organizational knowledge use.

By the end of the course, graduates will not only understand the mechanics and ethics of modern AI but will also be equipped to lead AI adoption and innovation initiatives within their organizations — bridging the gap between strategy, technology, and real-world impact.

Note: Please note that the tools and technologies covered in this course are subject to change, as the field of Generative AI is evolving at an exceptionally rapid pace.

Target Audience

- Managers, team leaders, and professionals seeking to understand and leverage Generative and Agentic AI for business growth — no coding required.
- Executives and decision-makers aiming to lead AI adoption and integrate intelligent automation in their departments.
- Professionals in marketing, HR, finance, operations, or product who want to improve productivity and creativity through AI tools.
- Innovation and transformation leaders looking to bridge the gap between business strategy and AI technology.
- Consultants and entrepreneurs who want to design AI-driven solutions and guide clients through digital transformation.

Course Contents:

Module 1 – Introduction to AI

- What is Artificial Intelligence?
- AI Types: predictive, generative, RAG, and agentic AI
- How AI is reshaping industries and workflows
- Where humans still lead: the role of intuition and ethics
- Live demo: from idea to AI-generated output in 60 seconds

Module 2 – How Modern AI Works

- From data to intelligence: how machines learn
- Neural networks
- The attention, and the transformer revolution
- Large Language Models (LLMs) explained visually
- Beyond text: diffusion models, audio, and image generation
- Live demo: “How GPT sees language” and visual generation in action

Module 3 – Prompt Engineering: Speaking LLM’s Language

- Why prompting matters
- Instructional vs. conversational prompting
- The Role–Context–Task–Format framework
- Sample use cases
- Practice: real-life work scenarios — emails, summaries, analysis, ideation

Module 4 – AI and Decision Making

- Human + AI collaboration models
- Cognitive bias and trust calibration
- Using AI as a “red team” and second opinion
- Demo: comparing human vs. AI decision paths
- Practice: structured decision exercises

Module 5 – AI Tools and Use Cases Across Functions

- Sales & Marketing – personalization, lead scoring, copy generation
- HR – recruitment screening, skill mapping, learning & development
- Finance – forecasting, reporting, risk detection

- Project Management – AI copilots and workflow automation
- Development – low-code assistants and test automation
- Productivity & Creativity – text, visuals, presentations, video
- Demo & Practice: hands-on with leading tools (ChatGPT, Notion AI, Perplexity, Gamma, etc.)

Module 6 – No-Code AI Tools and Automation

- Overview of no-code/low-code AI tools
- Designing end-to-end automations (input → reasoning → output)
- Connecting AI to business systems (Docs, Sheets, Slack, CRM)
- The rise of “vibe coding” — pros, cons, and best practices
- Demo: build a working AI workflow live
- Practice: create your own mini automation

Module 7 – AI in Data Analysis

- Working with structured data in AI assistants
- Automatic data cleaning, charting, and interpretation
- Demo: natural-language queries on datasets
- Practice: use AI to analyze a sample business dataset

Module 8 – Agentic AI: Beyond Chatbots

- What makes an AI “agentic”?
- Reasoning, memory, and planning patterns
- Tools, APIs, and the Model Context Protocol (MCP)
- Multi-agent collaboration and orchestration
- Platforms overview (e.g., CrewAI, OpenDevin, AutoGen, LangGraph)
- Demo: see an AI agent complete a real task
- Practice: design and run a custom agent workflow

Module 9 – Retrieval-Augmented Generation (RAG) and Knowledge Management

- What is RAG and why it matters
- Embeddings, chunking, and media handling
- Integrating internal documents, databases, and APIs
- How agents use RAG for smarter answers
- Demo: chat with your organization’s documents

Module 10 – AI Adoption in Organizations

- AI risks: hallucinations, bias, compliance, and leakage
- Governance and ethical frameworks
- Measuring success: adoption KPIs and ROI
- Best practices from early adopters

Module 11 – Future Trends in

- Autonomous AI and continuous learning systems
- Multi-modal and context-aware assistants
- Personalization and “AI twins”
- Edge and on-device intelligence
- The evolving job landscape and new AI roles
- Agent interoperability and ecosystem convergence

Module 12 – Final Project: Your AI in Action

- Choose from guided project tracks
- Or propose your own workplace-relevant idea
- Presentation and peer feedback (optional)