

2-DAY MBA EXECUTIVE COURSE

# Generative AI & Agentic AI for Business Management

## From AI Literacy to AI-Enabled Management

A hands-on, business-focused program designed specifically for MBA students — connecting Predictive AI, Generative AI and Agentic AI to real-world business problems.



## Overall Course Structure

Two intensive days move from prediction to creation to action — connecting AI capabilities with managerial decision-making and business outcomes.

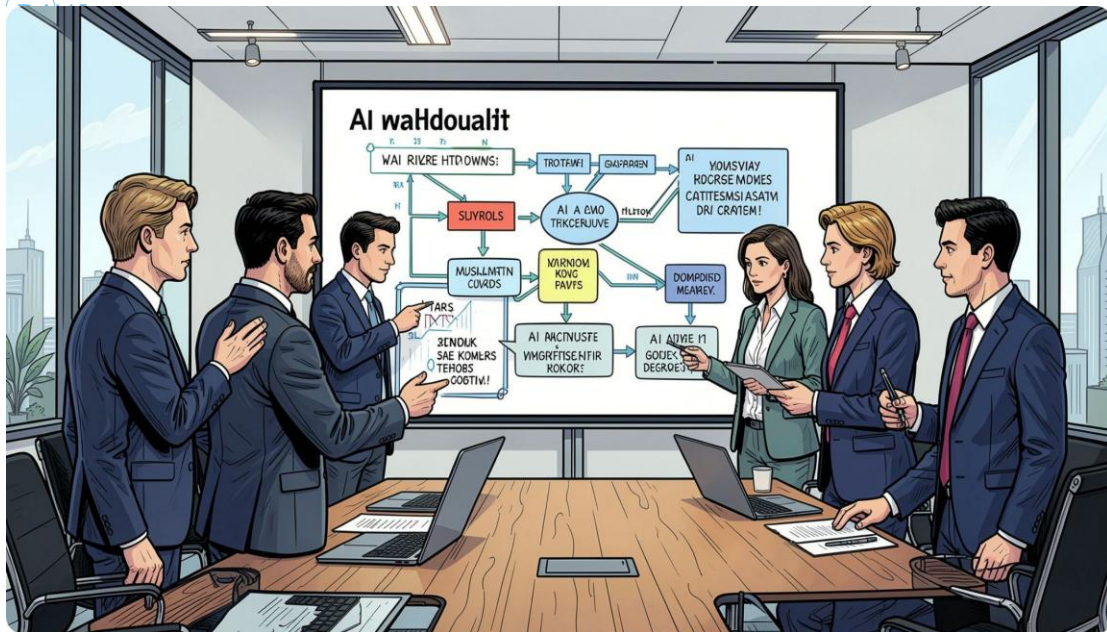
### Day 1 – Predictive AI + Generative AI

- AI Evolution & Business Value
- Predictive AI
- Predictive AI Business Lab
- Generative AI Fundamentals
- Prompt Engineering
- GenAI for Business
- Team Business Challenge

### Day 2 – Agentic AI + Governance + Capstone

- From GenAI to Agentic AI
- Anatomy of an AI Agent
- Agentic AI Hands-on Lab
- Agentic AI in Business
- Responsible AI & AI Strategy
- Human-in-the-Loop
- Final Capstone & Presentation

# Predictive AI + Generative AI (Day 1)



Focus: Understand → Explore → Apply → Create  
Outcome: Apply Predictive AI & GenAI to business problems.

01

## AI Evolution & Business Value

AI → Analytics → ML → Deep Learning → Predictive AI → GenAI  
→ Agentic AI

04

## Generative AI Fundamentals

LLMs, foundation models, context & multimodal AI

07

## Team Business Challenge

Solve a retail/customer problem using GenAI

02

## Predictive AI

Regression, classification, prediction & evaluation

05

## Prompt Engineering

Role + Context + Task + Constraints + Output

03

## Predictive AI Business Lab

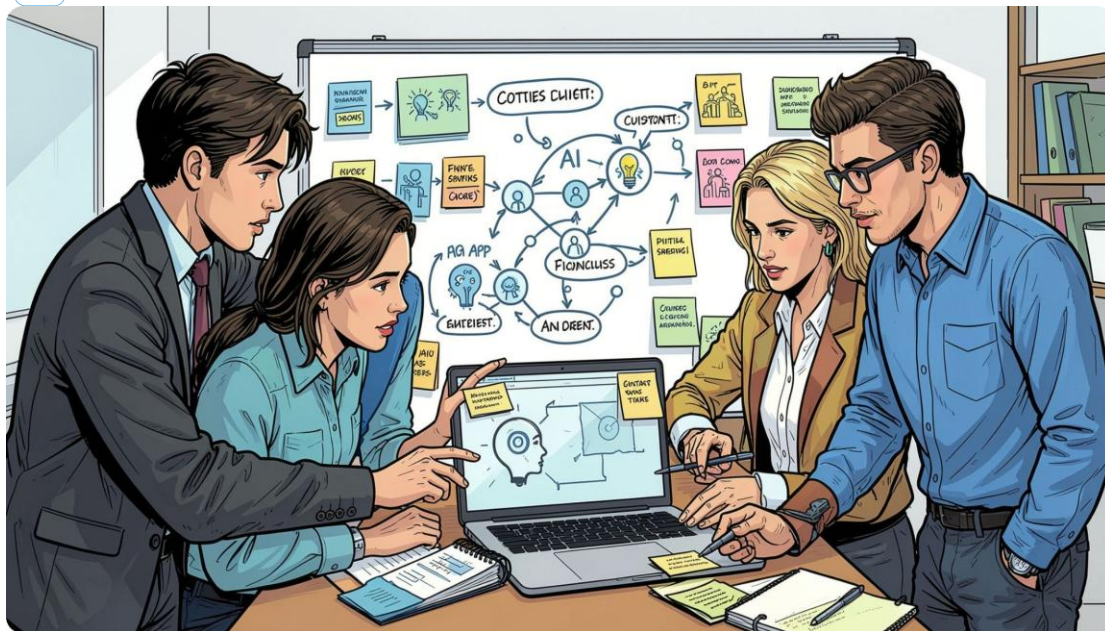
Sales prediction; customer classification; managerial interpretation

06

## GenAI for Business

Marketing, Finance, HR, Operations & Strategy

# Agentic AI + Governance + Capstone (Day 2)



Focus: Create → Act → Evaluate → Govern → Deliver  
Outcome: Design and evaluate business AI agents responsibly.

01

## From GenAI to Agentic AI

AI assistant vs Copilot vs AI Agent

04

## Agentic AI Hands-on Lab

Design a Sales Lead Agent; define tools, rules & actions

07

## AI Strategy & ROI

Build vs buy, ROI, readiness & change management

02

## Anatomy of an AI Agent

Goal → Plan → Retrieve → Reason → Act → Adjust

05

## Responsible AI

Bias, hallucination, privacy, security & IP

08

## Final Capstone — AI-Powered Enterprise

Predict → Create → Execute → Govern

03

## Agentic AI in Business

Marketing, Sales, HR, Finance & Operations

06

## Human-in-the-Loop

Approval points, escalation & accountability

09

## Team Presentations

Business outcome, value, risks & feedback

# Key Themes Across Both Days

Ten interconnected themes form the backbone of the MBA learning journey — from AI foundations to business outcomes.



**AI Evolution & Business Value**



**Predictive AI**



**Generative AI Fundamentals**



**Prompt Engineering**



**GenAI for Business**



**Agentic AI**



**AI Agent Design**



**Hands-On Experience**



**Responsible AI & Strategy**



**Capstone & Business Outcomes**

# OUTCOMES FOR MBA STUDENTS

What students will take into their academic and professional journey

Build the confidence to understand, use and evaluate Predictive AI, Generative AI and Agentic AI — and apply them to real business problems without needing programming skills.

## 01 AI Business Fluency

Understand how Predictive AI, Generative AI and Agentic AI are changing business, industries and managerial roles.

## 02 Practical GenAI Skills

Use AI for research, analysis, communication, presentations, problem-solving and decision support.

## 03 AI-Powered Problem Solving

Identify where AI can assist, augment or automate business activities across functions.

## 04 Agentic AI Experience

Understand AI agents and design a simple business agent using a common no-code platform.

## 05 AI-Ready Management Mindset

Evaluate AI opportunities through business value, feasibility, risk and organizational readiness.

## 06 Professional Readiness

Apply responsible AI practices and present AI-enabled solutions to real-world business challenges.