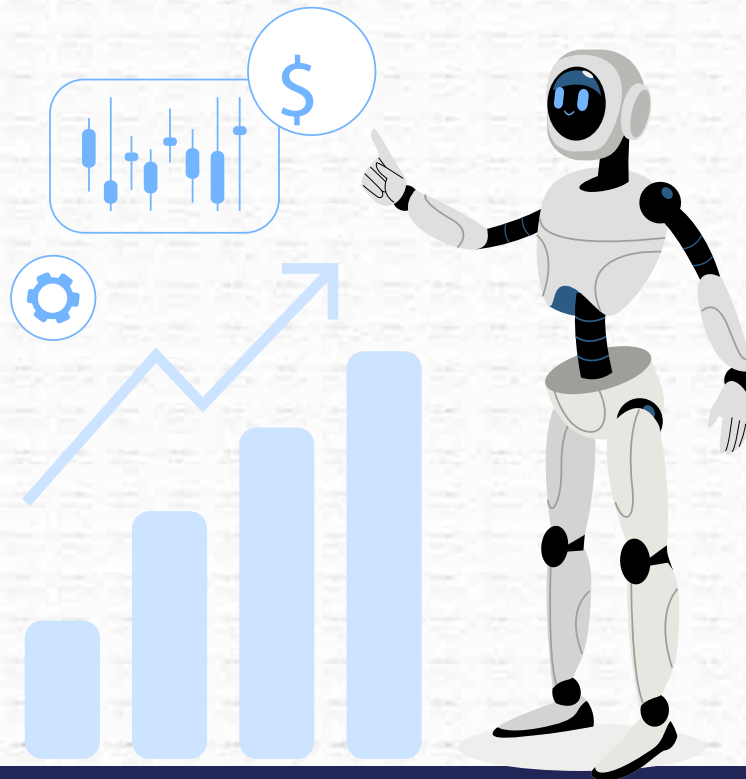




Gen AI

LAUNCHPAD:

FOUNDATIONAL GEN AI MASTERY



Batch starts on 20th September

Course overview

90 Hours of Live Instructor-led Virtual Training

Low-code/no-code AI Solution Building & Multi-Modal AI Workflows

Hands-On with 12+ Gen AI Tools

15 Mini Projects and 1 Capstone Project

Build Your Own Prompt Library & AI Portfolio

NASSCOM-endorsed certification

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Features:

90 Hours of Live Training:

Interactive sessions covering Generative AI, Agentic AI, and low-code/no-code tools with real-world applications.

Master Agentic AI Workflows

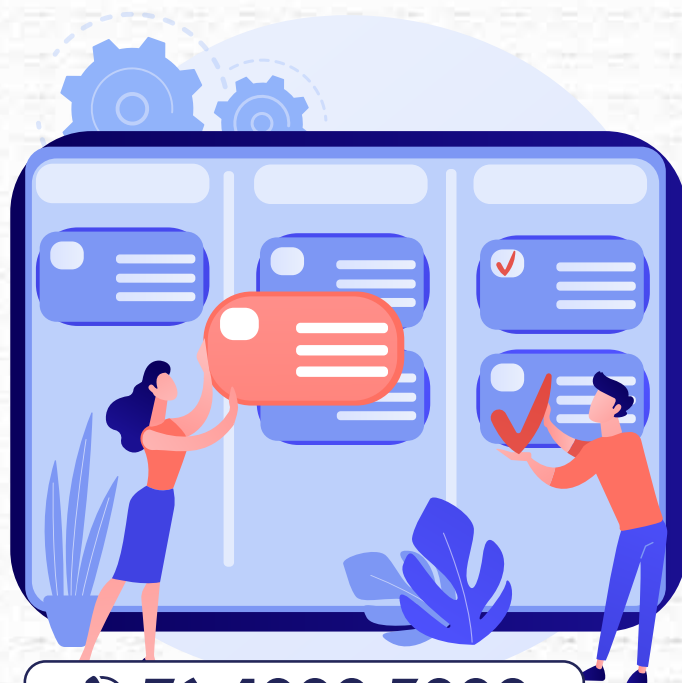
Build agent-driven AI solutions that plan, act, and adapt on their own — a fast-growing skill in the AI job market.

15+ Industry projects and 1 Capstone Project

Gain hands-on experience with real-world projects to build job-ready skills.

10 Lakh+ jobs

Unlock 10L+ job opportunities in digital marketing with expert training and hands-on experience.



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Why choose this course?:

Industry Leading Curriculum:

Covers Gen AI, Agentic AI, Workflow Automation, and Multi-modal AI Application

Global Curriculum with 12+ Tools

12+ premium AI tools for text, image, video, and audio

15+ Projects + 1 Capstone Project

15+ Mini projects and 1 capstone project for hands-on learning experience

Built for Non-Tech Professionals

Suitable for beginners and non-tech learners- No coding or technical background required .Multi-Industry Use Cases

Understand domain-specific GenAI applications

Case Studies of Amazon, SBI, Flipkart, Unilever, and more

Vernacular Language Support

Geared specifically towards rural and semi-urban learners, we teach in English and Hindi



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Gen AI Foundation Program Syllabus

Module 1.

- What is Artificial Intelligence (AI) and Machine Learning (ML)
- Artificial General Intelligence (AGI) vs Narrow AI
- Generative AI with pre-trained foundation models
- How AGI/Generative AI is disrupting industries & career options
- Large Language Models (LLMs) and how they are developed
- LLM mechanics – tokens, context window, token limits, vector embeddings
- Four ways of working with LLMs
- Prompt Engineering demos
- Agentic AI / AI Agents – examples
- Retrieval-Augmented Generation (RAG) – use cases
- Innovations in AI – Humanoids, NVIDIA Digital Human, Project R2X, Edge AI
- Overview of frontier AI systems like OpenAI GPT-5
- Aligning your career to the AI wave

Module 2.

- Introduction to Natural Language Processing (NLP)
- Prompt Engineering for chatbots, voicebots, and enterprise assistants
- Use cases in customer support, education, and internal automation
- Advanced Prompt Engineering – structured prompts, multi-step reasoning, tone/style control

LAB:

- Prompt Engineering with 4 different LLMs–output analysis & optimisation
- Using LLMs for NLP tasks – summarisation, translation, classification, sentiment analysis

Module 3.

- Object Detection in Images
- Segmentation in Images
- Visual Search
- State-of-the-art / latest AI models working with video content
- Examples of video-related tasks
- Using Google Gemini for visual content-related tasks
- Using Google Video for AI-powered video generation
- Using OpenAI Models for visual content-related tasks

Module 4:

- Pre-trained foundation models for audio data
- Speech-to-text & text-to-speech workflows
- AI tools for audio – AssemblyAI, ElevenLabs, Whisper
- Voice cloning and custom voice generation
- Audio sentiment and emotion detection
- Using Google, OpenAI for audio tasks

Module 5:

- How AI Agents Work
- Connecting AI with Apps & Cloud
- Getting Data from Websites
- Using APIs & Easy Connectors
- Smart Document Handling
- Recognizing Objects with AI
- Ready-to-Use AI Agents

Module 6:

- Building a RAG chatbot (no code)
- Building an AI Agent (no code)
- Creating custom workflows and integrations (databases, APIs, vector stores)
- Automating tasks with Make, n8n.io – triggers, nodes, and integrations
- Creating AI-powered data pipelines with no-code tools
- Designing multi-step automation combining text, image, and audio models
- Deploying no-code AI apps to web interfaces for end-users
- Integrating APIs from OpenAI, Anthropic, Hugging Face, and Google AI into no-code platforms
- Implementing security & access control in no-code AI solutions
- Project: End-to-end industry-specific GenAI application using no-code tools

Module 7:

Understanding domain-specific GenAI applications, benefits, and adoption challenges.

- SBI / Bajaj Allianz – Generative and Agentic AI in Banking & Financial Services
- Google / Meta – Generative and Agentic AI in IT & Corporate
- NDTV / Times of India – Generative and Agentic AI in Media & Entertainment
- Kendriya Vidyalaya School – Generative and Agentic AI in Education
- Reliance Industries – Generative and Agentic AI in Supply Chain & Manufacturing
- Amazon / Flipkart – Generative and Agentic AI in Retail & Ecommerce,
- Deloitte / PwC – Generative and Agentic AI in Finance & Accounting, Auditing
- Unilever / Coca-Cola – Generative and Agentic AI in Marketing & Sales

Module 8:

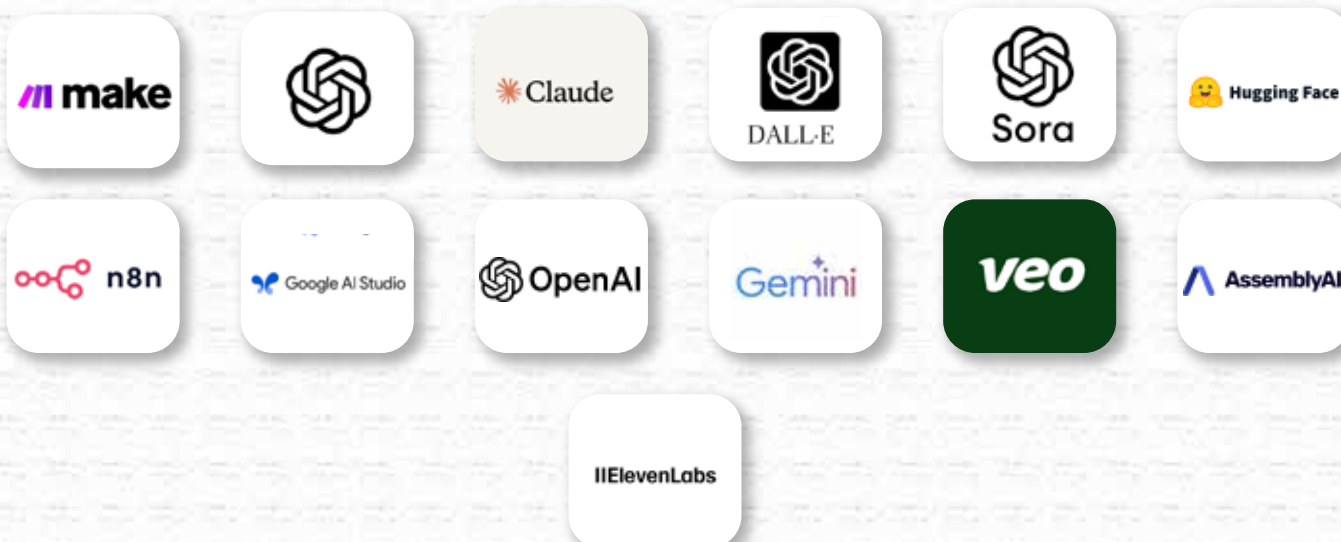
- Responsible AI framework & ethics principles
- AI safety with guardrails and prompt filtering
- Hands-on: Configuring and testing guardrails in LLM workflows

- AI regulations across geographies – US, EU, India, China
- Sovereign AI – localised models & data policies
- Bias detection & mitigation strategies
- Risk assessment frameworks for AI deployment

Module 9:

- Capstone project planning – defining a real-world GenAI use case
- Selecting datasets, tools, and execution approach
- Building, testing, and refining the solution
- Portfolio creation – showcasing projects on GitHub, Notion, LinkedIn
- Resume and LinkedIn optimisation for GenAI roles
- Presenting projects to an industry review panel

12+ Premium AI Tools You Will Learn



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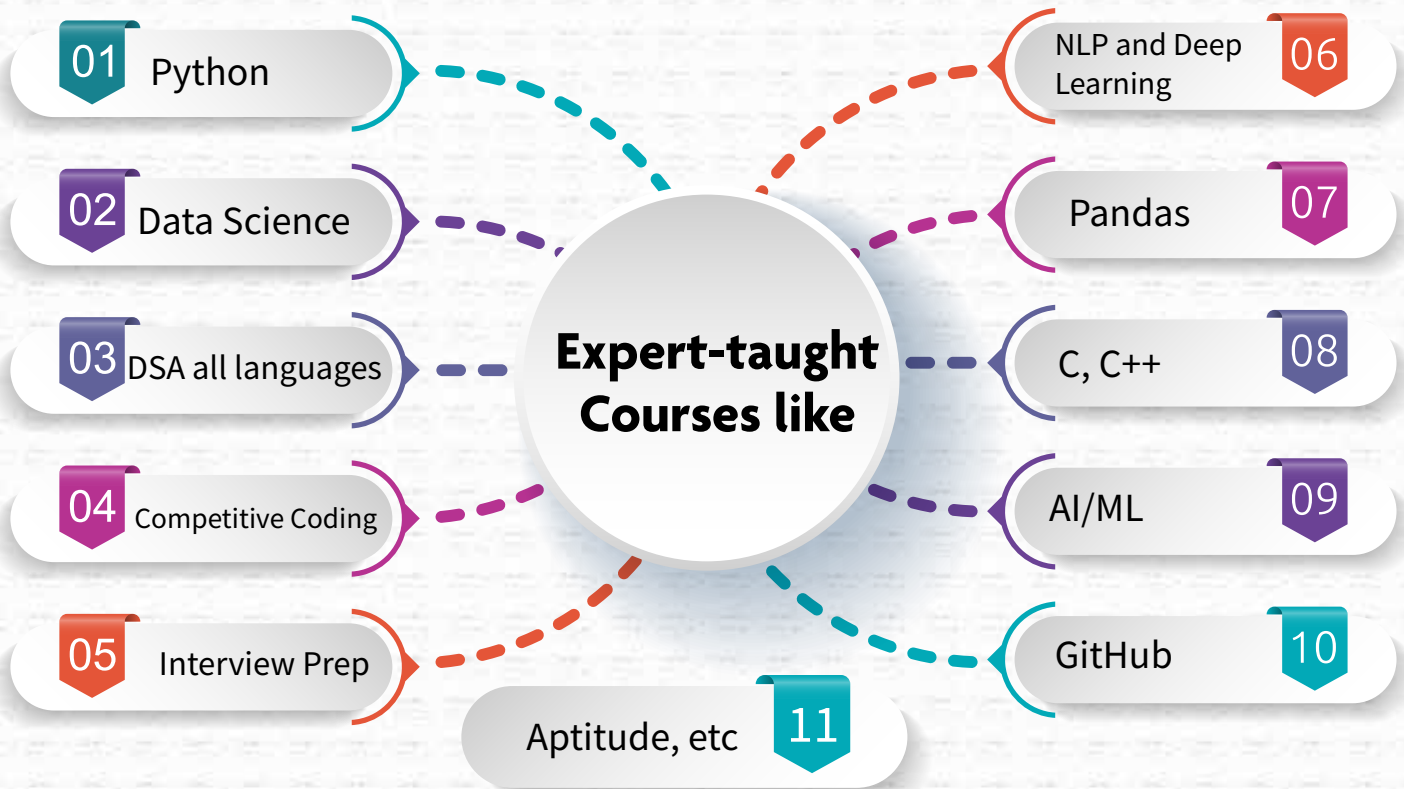
Projects You Will Do

- ▶ Launch Your GenAI Startup PixelPulse AI: Identity, Tools, Portfolio, Strategy, Assets.
- ▶ Complete Onboarding Package Including Welcome Email, First-Week Schedule, FAQs, And Video Script.
- ▶ Design Conversation Flow And Generate Q&A Pairs For An Effective Chatbot
- ▶ Manage Your Finances With Financial Literacy Explainer And Create Short Explanatory Series On Budgeting
- ▶ Train No-Code Image Classifier To Identify Office Supplies And Assets Accurately
- ▶ Develop Training Materials, Visuals, Quizzes For Onboarding Or Skill Development



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Get access to 200+ skilling courses



Demo Videos

Demo video 1: <https://youtu.be/BwPaznsEHjQ>

Demo video 2: <https://youtu.be/-O0umqn0t10>

Demo video 3: <https://youtu.be/JOsPXqYOW6w>

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Career Path in GenAI

Your journey from beginner to expert in the dynamic world of GenAI.

► **Salary growth**

Experience rapid salary growth as you move up in digital marketing. Start with entry-level roles and progress to high-paying leadership positions.

► **Career In GenAI**

A career in Generative AI offers opportunities to build cutting-edge solutions in automation, creativity, and decision-making.

► **Career path**

Experience rapid salary growth as you move up in GenAI. Start with entry-level roles and progress to high-paying leadership positions.

Career Assistance

- 1. AI-Assisted Resume Building
- 2. AI-Assisted LinkedIn Profile Optimization
- 3. Capstone Showcase And Review

Who should do The GenAI Foundation Program

Working Professionals

BFSI, Marketing, HR, Ops, Finance, Retail, Sales, looking to boost productivity with AI

Business & Creative Roles

Product managers, marketers, designers, and content creators are integrating GenAI into workflows

Students & Graduates

Learners in computer science, business, or design are building industry-ready AI skills

Entrepreneurs & Founders

Founders aiming to build AI products, automate processes, or explore startup use cases

Curious Learners

Anyone exploring tools like ChatGPT, DALL·E, or the wider impact of GenAI

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Earn Your GenAI Foundation Certifications

Earn Your **GenAI** Foundation Certifications



Meet Your Faculty



Shohini Ghosh 20+ YOE
GenAI Learning Experience Designer,
Mentored over 3000+, Ex-Hero, Infosys.



Sanjoy Paul 10+ YOE
Generative AI Trainer



Tushit Dave 12+ YOE
MLOps & GenAI Expert, Mentored Over 3000+
Students. Ex-HCL, Emerson, INSOFE

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Foundational GenAI Mastery Program fees

Program fees include tuition, materials, and other resources. Flexible payment options or scholarships may be available to eligible students.

- 3.5 months skill-based cohort (live) learning
- 90 Hours of Live Virtual Training
- 12+ GenAI Tools Covered
- Learn from GenAI Industry Practitioners
- Access to 200+ Course Skilling Library
- Financing Options available

**Foundational GenAI Mastery Program fees ₹ 29,000/-
Inclusive of all taxes**

Flexible EMI plans, powered by our trusted Finance Partners



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Frequently Asked Questions

General Questions

1. What is the GenAI Launchpad: Foundational GenAI Mastery program?

- ➔ A 90-hour, live, hands-on program in Generative AI and Agentic AI focused on low-code/no-code solution building and multi-modal workflows (text, image, video, audio) for real-world outcomes.

2. Who should enroll?

- ➔ Final-year students and fresh graduates, homemakers returning to work, working professionals in Marketing, HR, Operations, Finance, Sales, Support, freelancers, and Content creators.

3. What are the key benefits?

- ➔ 1. 12+ tools taught with real use-cases
- 2. 15 mini projects plus one capstone
- 3. Delivered in both English and Hindi
- 4. Includes fast-emerging Agentic AI workflows
- 5. Practical, industry-relevant applications with measurable outcomes

4. How is this different from other AI courses?

- ➔ 1. Focused on non-coders using low-code/no-code tools
- 2. Strong emphasis on building deployable, real-world AI applications
- 3. Integration of Agentic AI for autonomous task execution
- 4. Domain-specific projects across multiple industries
- 5. Career readiness support with portfolio development

5. Do I need a technical background?

- ➔ No. The program is designed for non-technical learners and prioritises tool usage and workflow building over coding.

6. What's the duration and weekly schedule?

- ➔ 90 hours total, delivered live at 6 hours per week.

Program Structure & Curriculum

1. What are the learning outcomes of this program?

- ➔ At the end of this program, you will be able to
 1. Understand core concepts of Generative AI, Large Language Models, and Agentic AI.
 2. Apply low-code/no-code platforms to design and deploy AI-driven solutions.
 3. Work with multi-modal AI tools for text, image, video, and audio applications.
 4. Build agent-driven workflows to automate tasks and integrate with business systems.
 5. Create domain-specific AI use cases that address real business challenges.
 6. Ensure ethical, safe, and compliant AI usage through risk assessment and governance.
 7. Deliver deployable AI applications and showcase them in a professional portfolio.

2. What topics are covered?

- ➔
 1. Foundations of Generative AI and Agentic AI
 2. Prompt engineering essentials
 3. Multi-modal AI (text, image, video, audio)
 4. Low-code/no-code app building and automation
 5. Industry-specific use cases
 6. AI safety, ethics, and risk considerations
 7. Career readiness and capstone project

3. At what level are the GenAI concepts taught?

- ➔ This program is primarily designed for professionals from non-technical backgrounds. We focus on the practical application of low-code and no-code GenAI tools to solve real-world business problems. The curriculum introduces fundamental AI concepts in an accessible way, emphasizing how to leverage these tools without requiring coding knowledge.

4. What projects are included?

- ➔ 15+ mini projects across modules, plus one capstone where learners design and present a complete GenAI solution.

Examples:

1. AI-powered content creation workflows
2. Multi-modal marketing campaign generation
3. AI chatbot creation using low-code tools
4. Video generation from text prompts
5. Agent-driven automation for repetitive tasks

5. What is GenAI?

- ➔ Generative AI, or GenAI, is a branch of artificial intelligence that doesn't just analyze information but creates new content. With tools like ChatGPT for text, MidJourney for images, and Copilot for code, GenAI can write, design, and build at speed. It helps learners and professionals work smarter, automate tasks, and bring ideas to life without deep technical skills.

6. Why learn low/no-code GenAI?

- ➔ 1. Faster prototyping – build apps and workflows in hours, not months
- 2. No coding barrier – create AI solutions without deep programming
- 3. Industry-relevant – companies want employees who can apply AI
- 4. Boost productivity – automate repetitive tasks and focus on creativity
- 5. Cross-domain use – useful in HR, finance, marketing, and design
- 6. Career Edge – 70% of enterprises will adopt low-code AI by 2026

7. What is Agentic AI?

- ➔ Agentic AI refers to AI systems that can plan multi-step tasks, take actions with tools, browsers, and APIs, and adapt in real time to achieve goals autonomously.

8. Which tools will I learn?

- ➔ Agentic AI refers to AI systems that can plan multi-step tasks, take actions with tools, browsers, and APIs, and adapt in real time to achieve goals autonomously.
- 1.Chatgpt 2.ElevenLabs 3.Perplexity 4.Sora 5.n8n 6.Claude 7.OpenAI 8.Gemini Veo 9.Assembly AI 10.Hugging Face 11.Google AI Studio 12.Gemini 13.DALL-E 14.Make

9. Is coding required?

- ➔ No. All workflows are built with low-code/no-code tools and visual design platforms.

10. Will I receive a certification?

- ➔ Yes. You will receive a Career247 Certificate of Completion and be eligible for a NASSCOM certification after clearing the NASSCOM evaluation.

11. What is the language of instruction?

- The program is delivered in English and Hindi.

12. If I'm technical, will I benefit?

- Yes. The program will help technical learners rapidly adopt workflow design, tool orchestration, and agentic patterns without deep engineering overhead.

13. What is the passing criteria?

- 80% live session attendance, 80% in assignments and assessments, and submission of the capstone project.

Career assistance

1. What career support is offered?

- Career assistance is provided through structured sessions covering resume and LinkedIn optimisation, building a portfolio with mini projects and the capstone, and guidance on applying and interviewing for relevant roles. No guaranteed interviews or jobs.

2. What is the eligibility criteria for career assistance?

- 1. Attend at least 80% of live sessions.
2. Score a minimum of 80% on assignments and assessments.

3. What roles can this lead to?

- AI Business Analyst, Marketing Automation Specialist, Business Intelligence Analyst, Customer Solutions Specialist, No-Code/Low-Code AI Solutions Associate, Agentic AI Workflow Designer.

4. Which companies hire GenAI talent?

- 1. Key employers are in Technology IT Services (e.g., TCS, Infosys, Wipro).
2. E-commerce & Retail (e.g., Flipkart, Amazon India).
3. Banking & Financial Services (e.g., ICICI Bank, HDFC Bank).
4. Consulting & Professional Services (e.g., Deloitte, KPMG).
5. Startups & Innovators (e.g., Swiggy, Zomato).

5. What salary ranges can I expect?

- Freshers typically start between ₹4L–₹10L annually, with experienced professionals commanding higher ranges depending on function, experience, and portfolio strength.

Fees & Enrollment

1. What is the course fee?

- ➔ ₹29,000 inclusive of taxes.

2. Are there scholarships or promos?

- ➔ Limited scholarships are available for deserving candidates.

3. Do you offer financing or EMIs?

- ➔ Yes, EMI and loan options are available.

4. How do I enroll?

- ➔ Apply via the Career247 website or contact the admissions team for assistance.

5. What is the refund policy?

- ➔ Refunds are processed as per Career247's Terms & Conditions.

Technical and support queries

1. What are the tech requirements?

- ➔ A laptop or desktop, a stable internet connection, and access to the listed tools (most offer free trials).

2. How are doubts resolved?

- ➔ Live Q&A during classes and email/support channel assistance during the program.

3. What if I miss a live session?

- ➔ Session recordings will be provided.

4. Will I get one-on-one mentorship?

- ➔ No formal one-on-one mentorship. Learners receive feedback and support via interactive classes and peer learning.

5. How long do I retain access to materials?

- ➔ Six months after course completion.

6. Will I receive printed handouts or books?

- ➔ No. All materials are provided digitally via the learning platform.