

Executive **AI Generalist** Program

AI program for Non-Tech Working Professionals



Hybrid Program • 3 months • Create. Build. Launch.

Personalized 1:1 Mentorship • Earn 5 Industry Certifications • Master 100+ AI Tools

What Pros Say, What Press Says



Make AI drive revenue, not slides.

Roles to Lead the AI Wave - Without Code

AI Strategist
AI Business Integration
AI Process Analyst
AI Ops Consultant
AI Growth Strategist
AI Content Designer

Human-Centered Roles
 Empathy + AI = Unfair Advantage

Growth

Data & Decisions
 From data points to direction

AI Ops & Productivity
 Automation That Thinks and Scales

Marketing & Sales
 Acquire. Nurture. Close. On Autopilot

Earn more from everything you do with AI

Creative AI Roles
 Creativity, accelerated by intelligence

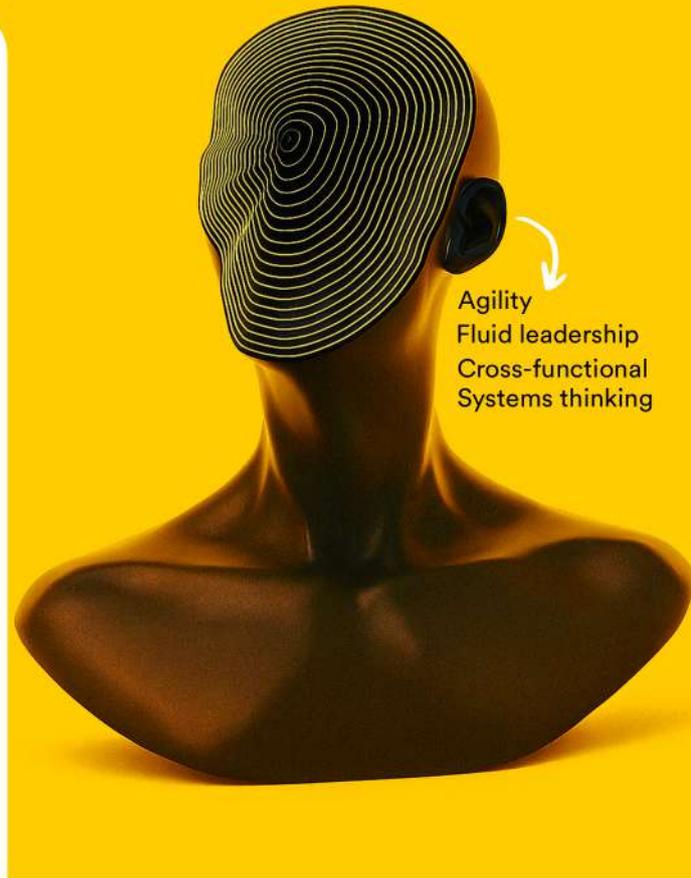
Marketing & Sales
 Acquire. Nurture. Close. On Autopilot

Who is an AI Generalist?

“A cross-functional operator who turns business goals into shipped AI systems without any coding knowledge”

What they actually do ?

- Translate business problems to AI use cases
- Prototype & orchestrate with no code
- Automate & integrate workflows across teams
- Storytell with data: dashboards to decisions
- Align specialists and manage governance & adoption



Who it's for?

Strictly for non-tech working professionals (no coding)



Win faster with AI as your edge



Lead AI projects and deliver measurable wins



Scale AI teams and transform the organization

Program Outcomes

Clear goals, Weekly to-dos to Master AI stack

#01

Understand AI end-to-end
LLMs, RAG, and advanced prompting practical playbooks, not theory

#03

Creative AI for Growth

Write ads, Build decks, and craft videos

Image & Video pipelines that convert internal and external clients

#02

Work on Data & Analysis with AI

Build dashboards that tell the business story

#04

Build & automate with AI Agents

Build workflows, retrieval & human in the loop

#06

Demo Day to win ₹ 1,00,000

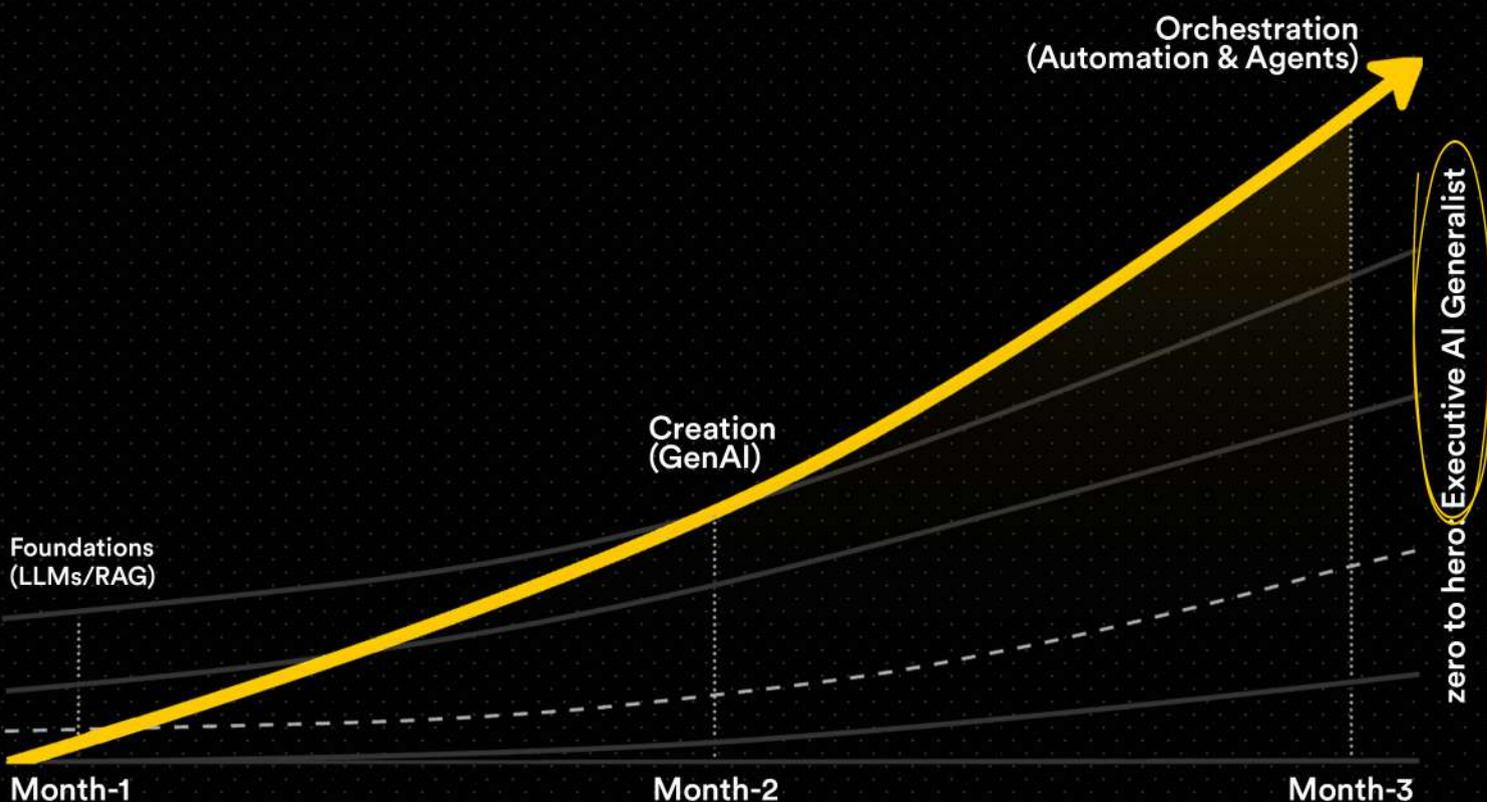
Launch your app/agents, pitch outcomes, and compete at the in-campus Demo Day and win ₹ 1,00,000

#05

AI specialization

Marketing, Sales, HR, Finance, Ops & Data Analytics

Your next three months will look like this - full of growth 🚀



Program Highlights

- Learn AI Foundations for Business
- Master 100+ AI Tools
- 5 Global Certificates (Google, IBM, Microsoft, AWS, NASSCOM)
- 1:1 Mentoring with Industry Leaders
- In-Campus Demo Day – ₹1,00,000 prize
- Offline Campus Launch (Month 1)
- Outbound Community Experience (Month 2)
- Access to Conferences, Tech & AI meetups
- Day-in-BigTech (Selected Only): curated visit
- Work-integrated Capstone – Solve Real Company Problems
- Four Industry Workshops
- Consulting Marketplace – Real projects, Real impact
- Career Accelerator Stack – Coaching, Brand Kit, Interview Drills
- Alumni Network – Lifelong access & Exclusive perks
- Startup & Incubator Support

Your Perks & Benefits



Pro License (Canva)
Everything you need to create like a pro with AI

300+ AI

300+ AI Models - Premium Access
Your single gateway to Chat, Reasoning, Image, Video, Audio, Voice, Search, and 3D models



Swag Kit
Jackets, tees & surprise goodies.



n8n Pro Account
Managed cloud access to build and scale workflows.



Welcome to lisa
Please sign-in

LISA - Your AI Learning Companion



Adobe Creative Cloud Access
20+ Adobe apps + Firefly AI to create stunning work.



Google AI Pro Access

Why This Program Wins over Others?

LetsUpgrade



Format & duration

Hybrid, 12–14 weeks
(weekend live + weekday
micro-sprints)

Time ask / live hours

6–8 hrs/week (sustainable
alongside work)

Mentoring / support

1:1 mentoring (3 calls), pods
of 5–6, feedback SLA ≤72h

Credentials

5 external certificates (Google
/ IBM / Microsoft / AWS /
NASSCOM) + programme
certificate

Offline touchpoints

Campus kickoff, retreat,
in-campus Demo Day
(+ optional industry visits)

Program Price

Up to 50% scholarship on the
₹2,00,000 program fee +
no-cost EMI + free retake if
you don't complete

Outcome / Capstone

Working agent/workflow +
ROI memo; jury-reviewed
capstone with ₹1,00,000 prize
to win

Others

Either short 7-day sprints or
heavy 12–15 hrs/week
year-long tracks

Commonly 8–15 hrs/week
depending on track

Group workshops/office
hours and mentoring depth
varies by cohort

Usually single or dual institute
co-certificates, many offer
only completion certificates

Online-first, Occasional
immersion only on select tracks

Short Bootcamps - ₹1L
multi-month executive tracks
₹2–3.5L+

Prototype/project output
jury-style capstones are rare

Objective 1

Understand AI end-to-end

What will you learn?

You explore how modern AI systems actually work. Large Language Models, Embeddings, Vector Databases, Retrieval-Augmented Generation (RAG), and how prompting shapes output. You learn to think like AI thinks, so you can use it precisely instead of by guesswork.

Tools



ChatGPT



Claude



Pinecone



weaviate

Gemini



LlamaIndex

Assignments

- Design a domain specific AI chatbot that answers real organisational queries
- Compare outputs from 3 different models and document patterns
- Build a small RAG demo using your own reference materials
- Create a personal AI Prompt System Manual for your job tasks
- Analyse and summarise complex documents using AI
- Redesign a poorly written work email using structured prompting

Outcome

- Understand how LLMs generate answers and how context windows shape output
- Master prompt engineering techniques that consistently produce the right results
- Evaluate the strengths and weaknesses of different AI models
- Build confidence using AI for daily tasks, documentation, analysis, and communication
- Become someone who can explain AI clearly to colleagues and use it strategically at work

#Curriculum

Objective 2

Work on data & analysis from AI

What will you learn?

You learn to turn messy business data into insights with AI creating KPI trees, generating SQL from natural language, cleaning raw spreadsheets, and turning them into dashboards that tell stories.

Tools

 Whimsical

 ChatGPT

 snowflake

 SQLMesh

 Retool

 Power BI

 Google
Big Query

Assignments

- Build a full KPI tree for your team or business function
- Clean a messy dataset using AI, verify accuracy, improve formatting
- Generate NL to SQL commands and validate them with sample databases
- Rebuild a weak dashboard using AI-generated redesign suggestions
- Create a Weekly Performance Summary using SQL and AI narrative
- Identify anomalies in a dataset and write a cause-and-action analysis

Outcome

- Transform raw spreadsheet chaos into clean, analysis ready data
- Write and validate SQL queries without needing a data analyst
- Build dashboards that reveal insights, not just charts
- Explain business performance using clear AI generated narratives
- Make faster, data backed decisions in any role

#Curriculum

Objective 3

Creative AI for Growth

What will you learn?

You learn to communicate visually and verbally using AI—writing content, creating ads, producing presentation decks, generating images, and making short videos for campaigns or internal communication.

Tools

 runway

 Jasper

 Midjourney

Canva

 ChatGPT

 Notion

 ElevenLabs

Assignments

- Rewrite weak internal communication using AIDA / PAS frameworks
- Generate 20+ ad concepts and refine 3 into final-ready options
- Build a brand guideline & messaging breakdown using AI
- Create a 10-slide deck with AI generated structure & visuals
- Make a 6–10 second Runway AI video for a product or campaign
- Create a content calendar using AI and optimise for tone & audience

Outcome

- Produce better emails, scripts, ads, and posts in minutes
- Develop stronger creative storytelling and brand clarity
- Turn ideas into visuals, videos, and presentations without waiting for designers
- Become the AI creative person in your team
- Communicate faster, clearer, and more professionally

#Curriculum

Objective 4

Build & Automate with AI Agents

What will you learn?

You learn to automate workflows using AI agents connecting CRMs, sheets, email tools, APIs, and adding human approvals so things stay safe and auditable.

Tools

 make

 zapier

 LangChain

 OpenAI

 n8n

 LangGraph

 Airtable

Assignments

- Map a real workflow from your job into a step by step automation
- Build a workflow that triggers to processes to outputs data
- Add a human approval node for safe, auditable execution
- Create an internal knowledge retrieval bot using your documents
- Generate 5 possible failure scenarios & fallback strategies
- Automate a report (lead status, inventory, HR updates, finance snapshot) using agents

Outcome

- Understand automation deeply and build reliable AI powered workflows
- Save hours every week by eliminating manual tasks
- Implement retrieval systems that surface answers instantly
- Build safe, human-in-loop automations your team can trust
- Become the automation builder for your department

#Curriculum

Objective 5 (Pick one specialisation)

Marketing Specialization

What will you learn?

You learn to use AI for campaign planning, ad creation, customer personas, content production, lead nurturing, and marketing analytics. You move from static campaigns to AI assisted, fast to ship creatives.

Tools

 Apollo

 Notion

 Google Analytics 4

 Midjourney

 runway

 ChatGPT

 Canva

Outcome:

Execute campaigns faster, tailor marketing for every audience, reduce manual work in content and ads, and elevate your impact as an AI enhanced marketer

Sales Specialization

What will you learn?

You learn how AI speeds up prospecting, outreach, call preparation, objection handling, CRM hygiene, and follow ups. You create systems that help you close faster and manage larger pipelines.

Tools

 HubSpot

 Apollo

 ChatGPT

 n8n

 salesforce

 zapier

Outcome:

Identify and engage prospects faster, manage a healthier pipeline, close more deals through data backed insights, and streamline your entire sales workflow

HR Specialization

What will you learn?

You learn AI driven hiring workflows, JD creation, resume screening, onboarding documentation, employee surveys, and performance reporting.

Tools



Outcome:

Shorten hiring cycles, improve documentation and onboarding, speed up People Ops workflows, and make decisions backed by solid data

Data Analytics Specialization

What will you learn?

You learn the analytics stack cleaning data, generating SQL with AI, building dashboards, extracting insights, and designing KPI frameworks. You learn to move from raw data to decision ready insight.

Tools



Outcome:

Develop the ability to extract insights on your own, present them with clarity, and use AI to supercharge analysis so you can move quickly from raw data to actionable decisions

Operations Specialization

What will you learn?

You learn to streamline processes using AI SOP writing, inventory or project tracking, ticket classification, SLA monitoring, workflow automation, and daily dashboards.

Tools



Notion



ChatGPT



Airtable

_zapier



Retool



n8n

Outcome:

Create streamlined, predictable operations that minimise errors. Unlock higher productivity and smoother execution across the team

Finance Specialization

What will you learn?

You learn AI assisted financial reporting, reconciliations, variance analysis, forecasting, budget planning and monthly snapshots.

Tools



ChatGPT



Power BI

ZOHIO Books



INTUIT
quickbooks



Notion

Outcome:

Deliver financial reports faster with greater accuracy and stronger forecasting. Support better decisions with clear, reliable insights

Objective 6

Demo Day to Win ₹ 1,00,000

What will you learn?

You combine everything learned to build a working AI solution which can be an app, an automation, or an agent system with approvals & then pitch its ROI.

Demo Day



Outcome:

Identify and engage prospects faster, manage a healthier pipeline, close more deals through data backed insights, and streamline your entire sales workflow

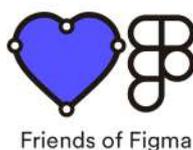
Certificates



Our Board of Advisors & Mentors



Our Tech Community partnerships



Our Program Journey Our Progra

Our Program Journey Our Progra



Learn at your own pace — 4–5 hrs/week inside the Lisa Learning Exp.



We'll host an in-person inauguration in Mumbai meet your cohort and faculty



Weekend live Zoom classes (2–3 hours): Learn and interact with your cohort and faculty.



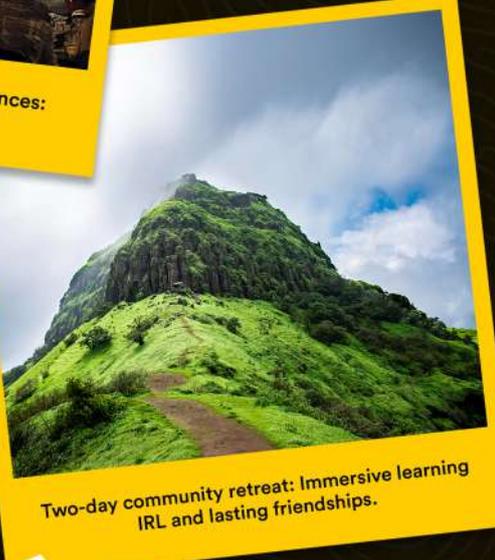
Career Accelerator & Coaching Pack



Get exclusive access to industry conferences: Network and grow your circle.



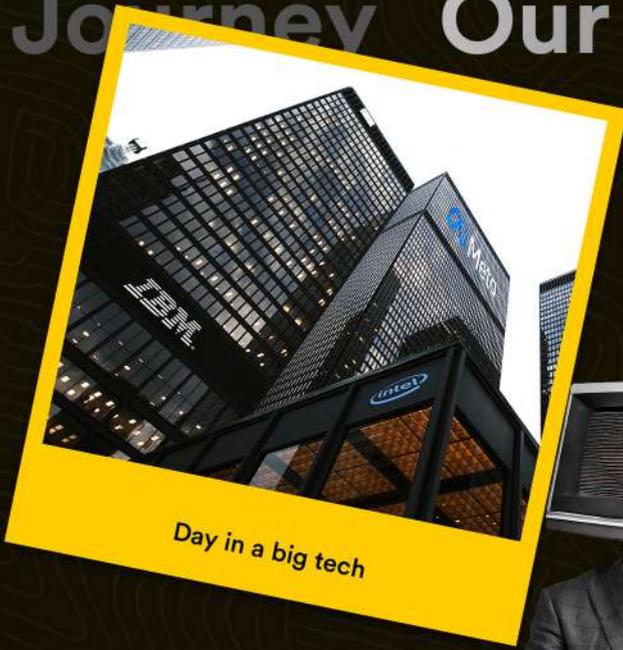
Close door industry sessions with Industry experts



Two-day community retreat: Immersive learning IRL and lasting friendships.



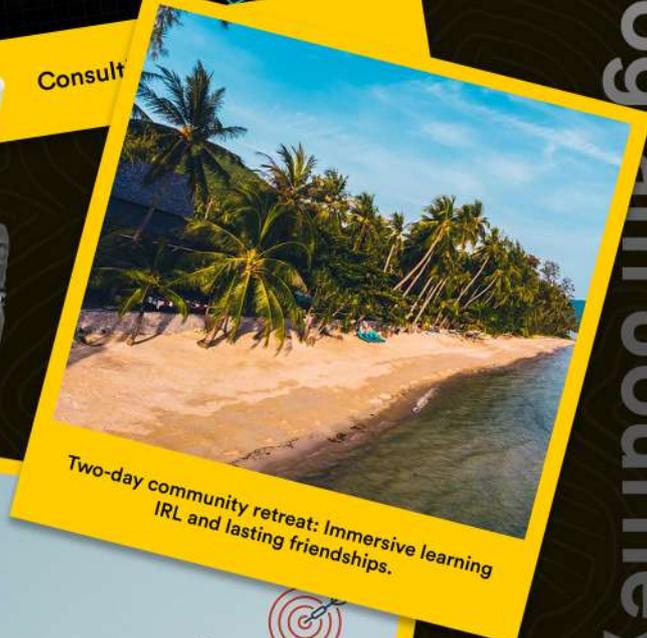
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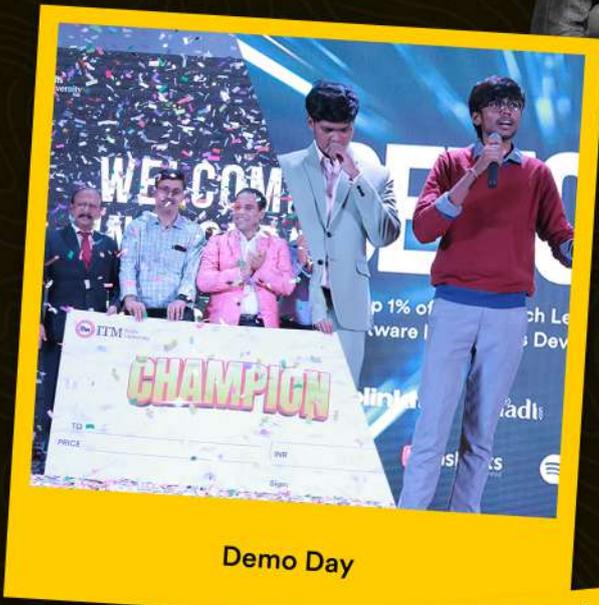
Day in a big tech



Consult



Two-day community retreat: Immersive learning IRL and lasting friendships.



Demo Day

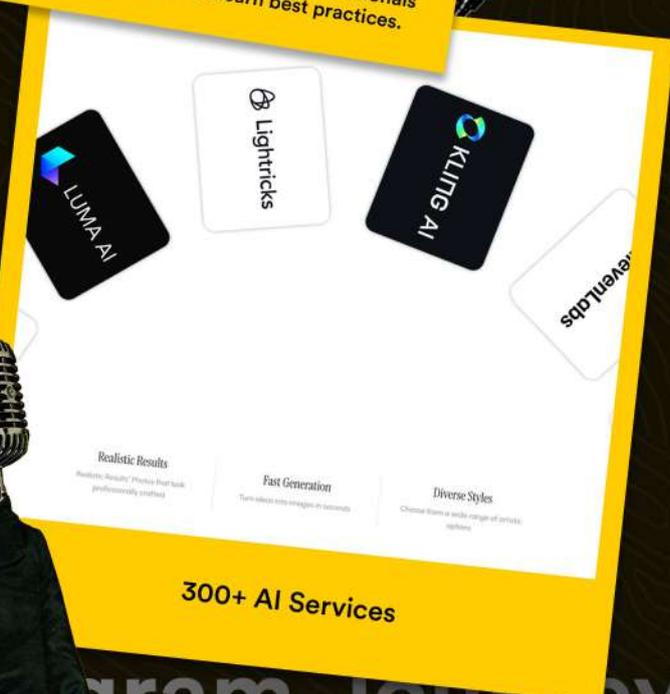


Weekend virtual mentoring with AI professionals Expand your network and learn best practices.



aesthetically: Hell Yeah!

Startup support



300+ AI Services



How to apply?

1

Submit your online application.

2

If Shortlisted, Our team will reach out for Scholarship test.

3

Complete the online interview round.

4

After the interview, the admissions committee will issue the final decision.

✦ Eligibility based Scholarships ✦

Merit Excellence Scholarship

Special Category Scholarship

Rural & Social Impact Grant

Women in AI Fellowship

Working Professional Upskill Grant

Community Changemaker Fellowship

LetsUpgrade/ITM Student or Alumni

Tech Community/
Partner Organization Member

Payment Method

Candidates can pay the program fee through Net Banking, Credit Cards, Debit Cards, or UPI/BHIM



Financial Aid

With our corporate financial partnerships, you can avail an educational loan with no-cost EMI for up to 3 months or low-cost EMI for up to 6 months

Testimonials

Thank you for all the insightful sessions. It has been a great learning experience. Appreciate all the support and patience during the entire course.

- Megha, Topline Industries Pvt Ltd



That's fantastic! 🚀 Excited to be part of this initiative. Looking forward to the workshop, learning practical AI tools, and staying updated on the latest HR + Tech trends. Thanks for creating this opportunity.

- Gugapriya, Rayafeel Technologies Pvt. Ltd.



I have had an incredible journey at Letsupgrade- ITM — a journey that goes far beyond ordinary college life. It's upgraded and enriched with industry insights from tech leaders that give me an upper hand in my field of expertise and beyond.

- Husain Hakim



I'm beyond grateful for the incredible learning journey and opportunities I've had! Huge thanks to the entire team for their support, encouragement, and recognition throughout this process 🙌❤️😊. Your efforts have made a real difference, and I'm so appreciative of everything!

- Rajat Mittal,
Infonet Technologies India Pvt Ltd



Good morning! I just received my certificate and wanted to extend my sincere thanks to the team and all involved for making this learning journey so valuable. I truly appreciate your support and encouragement throughout the process. Thank you once again for the opportunity and for the recognition.

- Keerthi, Billiontags Creations Pvt Ltd



Engaging with industry experts while learning has been an amazing and impactful experience in a happy, conducive environment.

- Tanay Sahajwalla



The environment at Letsupgrade-ITM has helped me grow not just academically, but personally. With amazing faculty, regular industry visits, and interactive sessions, I feel more prepared for a career in business. I especially appreciate the global exposure and encouragement for entrepreneurship.

- Kanishk Gandhi



My experience at Letsupgrade-ITM has been a great combination of expert mentorship, enhanced technical skills, and personal growth. I had the opportunity to participate in hackathons that gave me the much-needed advantage over others in understanding the tech ecosystem.

- Roshni Rai



I just wanted to express my heartfelt gratitude for sending across my certificate. Thank you once again I'm also excited to explore more opportunities to upskill myself, particularly in HR AI tools. I'm looking forward to acquiring new skills and knowledge in this area. Thanks again for your support.

- Umami Kulsoom, Falcon Solutions



From receiving inaugural swag boxes to writing our first semester exams, our journey has been extraordinary, surpassing the typical CSE student experience with meet-ups, tech leader interactions, hackathons, and presentations — complemented by forming bonds with batchmates, all gearing us for an amazing career launch.

- Anusri Karmokar



About us



LetsUpgrade.in is India's largest higher education learning community for students enrolled in Indian degree programs. With 1.9 million students and a 45% market share among BTech / BE students in India; LetsUpgrade EdTech offers many upskilling courses in Tech, Design, Management, Business, and Data.

Its mission is to provide a wide range of employable tech and non-tech skill programs on LetsUpgrade, taught by industry experts, Continuously iterate on curriculum for relevance and impact. Emphasize hands-on learning, real-life examples, and project-based activities. Think outside the box, always keeping students at the center



ITM SKILLS
UNIVERSITY

ITM Group of Institutions, with 34 years of leadership in higher education, skill development, and employment generation, unites its expertise under one banner with the launch of ITM Skills University. Since 1991, ITM has created a robust legacy by offering diverse employment-oriented programs across various domains, including Management, Hospitality, Design, and Healthcare. Committed to delivering world-class skill education, ITM Skills University aims to cultivate innovation, entrepreneurship, leadership, and social responsibility.

Its mission is to establish a dynamic ecosystem that nurtures comprehensive student development and prepares professionals for the industry.

Contact Us

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✉ admissions@Letsupgrade.in



For more information
Scan QR Code
<https://luc.to/ai-gen>