Report on

IIT Mandi Certified Gen AI Business Innovation Course

Topic: IIT Mandi Certified Gen AI Business Innovation Course

Date: 09th to 19th Feb 2026

Time: 8:30 A.M. to 5:00 P.M.

Program Objective:

The objective of the IIT Mandi Certified Gen AI Business Innovation Course was to provide participants with a strong foundation in Generative AI and its practical applications in real-world scenarios. The program aimed to enhance students' innovative thinking, problem-solving abilities, and technical skills by exposing them to modern AI tools and techniques. It also focused on bridging the gap between academic learning and industry requirements, while fostering an entrepreneurial mindset by encouraging the development of AI-driven business ideas. Overall, the course sought to prepare students for future careers in emerging technology fields through hands-on learning, collaboration, and critical thinking.

Program Outcome:

1. **Enhanced Understanding of Generative AI** – Gained in-depth knowledge of Generative AI concepts and their real-world applications.
2. **Practical Exposure to AI Tools** – Acquired hands-on experience in using modern AI tools and technologies.
3. **Improved Problem-Solving Skills** – Developed the ability to analyze problems and design innovative AI-based solutions.
4. **Strengthened Critical Thinking** – Enhanced logical reasoning and decision-making skills in technology-driven scenarios.
5. **Innovation and Creativity Development** – Fostered creative thinking for developing new ideas and solutions using AI.

6. **Industry-Relevant Knowledge** – Gained insights into current trends and demands in AI and emerging technologies.
7. **Entrepreneurial Mindset** – Learned to explore AI-based business ideas and startup opportunities.
8. **Teamwork and Collaboration** – Improved ability to work effectively in teams during projects and activities.
9. **Career Readiness** – Became better prepared for future careers in AI, data science, and technology fields.
10. **Enhanced Communication Skills** – Improved ability to present ideas, explain AI concepts, and effectively communicate solutions in a professional setting.

Participants: **Students from various department of ACS College of Engineering**

About the Event

ACS College of Engineering, Bengaluru, hosted a dynamic training program titled the **IIT Mandi Certified Gen AI Business Innovation Course**, conducted by iHUB and HCI Foundation in collaboration with IIT Mandi.

The event, held from 9th–19th February 2026, focused on empowering students with knowledge of Generative AI, innovation strategies, and real-world business applications. Industry experts and academic leaders guided participants through interactive sessions, fostering creativity, technical skills, and entrepreneurial thinking.

Overall, the program provided valuable exposure to emerging technologies and inspired students to explore future opportunities in AI-driven innovation.

Event Poster



Event Photos



Inaugural lamp-lighting ceremony



Guest Felicitation



Speaker Addressing the Audience



Group photo of dignitaries and faculty members



Dignitaries interacting with the Principal of ACSCE

10 Day Report

Day 1





On Day 1, the session introduced the fundamentals of Artificial Intelligence (AI), Machine Learning (ML), and Generative AI, explaining how these technologies are transforming modern businesses. Participants gained an understanding of key concepts, the differences between AI, ML, and Generative AI, and their real-world applications such as automation, decision-making, customer engagement, content creation, and predictive analytics. The session set a strong foundation for exploring advanced AI tools and their practical use in business and industry.

Day 2





On Day 2, the session focused on *Business Use Cases and AI Transformation Strategy*. Participants explored how AI can be applied across various business functions through real-world use cases. The session highlighted the process of identifying suitable problems for AI adoption, aligning AI initiatives with business goals, and developing effective AI transformation strategies to improve efficiency, innovation, and decision-making in organizations.

Day 3





On Day 3, the session covered the *Fundamentals of Prompt Engineering for Business*. Participants learned how to design effective prompts to interact with AI models for business tasks. The session emphasized prompt structure, clarity, and best practices to improve accuracy and relevance in outputs for applications such as content generation, data analysis, customer support, and decision-making.

Day 4





On Day 4, the session focused on *Advanced Prompting for Decision Making and Analysis*. Participants learned advanced prompt techniques to extract insights, perform analytical reasoning, and support data-driven decision-making. The session demonstrated how structured and contextual prompts can enhance analysis, reporting, problem-solving, and strategic planning in business scenarios.

Day 5





The session on **AI for Market Research & Customer Insights** focused on how Artificial Intelligence helps businesses analyze large volumes of customer data quickly and accurately. It explained the use of AI tools like predictive analytics and sentiment analysis to understand consumer behavior and market trends. The session also highlighted how AI supports data-driven decision-making and personalized marketing strategies to improve customer satisfaction and business growth.

Day 6





Day 6 starts with the topic: AI in Sales Forecasting & Lead Generation . This session explains how Artificial Intelligence supports businesses in predicting future sales and identifying potential customers more effectively. AI uses historical sales data, customer behavior, and market trends to generate accurate sales forecasts, helping organizations plan strategies and resources efficiently. In lead generation, AI automates the process of finding, analyzing, and prioritizing prospects, enabling sales teams to focus on high-quality leads, personalize communication, and improve conversion rates

Day 7





Day 7 starts with the topic: AI for Marketing Strategy & Campaign Planning . This session highlights how Artificial Intelligence helps organizations design effective marketing strategies and plan data-driven campaigns. AI analyzes customer data, market trends, and past campaign performance to identify target audiences, predict customer preferences, and optimize marketing messages. It also supports campaign planning by automating content personalization, budget allocation, and performance tracking, enabling marketers to improve engagement, maximize return on investment, and make informed strategic decisions.

Day 8:





Day 8 starts with the topic: Branding, Copywriting & Content Automation. This session focuses on the role of Artificial Intelligence in building strong brand identity and automating content creation. AI assists in generating consistent and engaging copy for advertisements, websites, and social media while maintaining brand voice and tone. It also enables content automation by analyzing audience preferences, optimizing content formats, and scheduling posts, helping organizations save time, improve creativity, and deliver personalized content at scale.

Day 9





Day 9 starts with the topic AI for Operations & Process Optimization. . This session focuses on how Artificial Intelligence can be applied to streamline operational workflows, minimize inefficiencies, and enhance productivity. It explains the role of AI in automating routine tasks, predicting process outcomes, optimizing resource utilization, and supporting data-driven decision-making to improve overall operational performance across various domains.

Day 10





Day 10 starts with the topic AI in Supply Chain & Inventory Management. This session introduces how Artificial Intelligence enhances supply chain efficiency by improving demand forecasting, inventory control, logistics planning, and supplier management. It highlights the use of AI for real-time tracking, reducing stockouts and overstocking, optimizing transportation, and enabling smarter, data-driven decisions for a resilient and cost-effective supply chain.

SDG Mapping



SDG 4: Quality Education – The program focused on enhancing knowledge in Generative AI and business innovation, providing participants with industry-relevant skills, hands-on learning, and exposure to emerging technologies, thereby promoting inclusive and quality education.

SDG 8: Decent Work and Economic Growth – By equipping students with practical AI skills and fostering an entrepreneurial mindset, the event supported career readiness and encouraged innovation, contributing to better employment opportunities and economic growth.

SDG 9: Industry, Innovation and Infrastructure – The course emphasized technological advancement and innovation through AI applications, encouraging participants to develop solutions that align with modern industry needs and digital transformation.

SDG 17: Partnerships for the Goals – The collaboration between academic institutions and organizations like iHUB and HCI Foundation and IIT Mandi reflects strong partnerships that enhance knowledge sharing, resource exchange, and capacity building.

15/2/26

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SPOC