



Management Development Program On **Leveraging ChatGPT for Business and Education:**

(Two Days Workshop for the Managers and Educators)

17-18 January 2025

Program Directors

Dr. Rabin K. Jana

Dr. Jithesh A

Dr. Manojit Chattopadhyay

Introduction (Program)

“ChatGPT will not replace you. However, people with expertise in ChatGPT use will replace you.”

The rise of generative artificial intelligence (AI) with models like Dall-E 2, GPT3, and ChatGPT has been a watershed moment for AI's adoption. The world has seen the popularity of this emerging new technology to the extent that within five days of release, ChatGPT crossed 1 million users. By the two-month mark, it surpassed 100 million users. These large language and image models significantly advance generative AI's capabilities, allowing them to generate human-like text and images, and such models have already started becoming a disruptor in every walk of life. Particularly, the advent of these large models has opened up a wide range of new possibilities for businesses across different industries, and the education sector. In business, Conversational AI models like ChatGPT can be used for automating repetitive tasks, improving decision-making, and creating new revenue streams. It can also be used for new product designs, optimizing pricing strategies, and personalizing customer experience in retail.

ChatGPT has also the potential to transform the educational landscape by providing personalized learning experiences, enhancing accessibility, and empowering educators with innovative tools for instruction.

This program seeks to provide input on the topics of:

- Evolution and fundamentals of ChatGPT.
- Importance and limitation of using ChatGPT.
- Use cases of ChatGPT in business, and education, and its future capabilities.

Hands-on experience of ChatGPT uses in business and education

Objectives

The program objectives are:

- To understand the basics of ChatGPT and its capabilities in business and education related solutions for the managers, educators and researchers.
- To learn how to use ChatGPT to generate text, answer questions, and brainstorm ideas.
- Explaining cases for ChatGPT in business, education and related environments.
- To apply ChatGPT to a practical business/managerial/educator challenge.

For Whom

The program is designed with a focus on academicians, managers, and researchers across industry and academic institutions who are in the role of managing projects and critical decision-making in the competitive and innovative scenarios.

Pedagogy

The program pedagogy will include various training methods such as lectures, discussions, exercises, assessment instruments, and role plays.

Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

Duration and Venue

The Program is scheduled for **17-18 January 2025** and **04-05 September 2025** at IIM Raipur, Atal Nagar, New Raipur.

Registration Fee

The registration fee per participant is **Rs. 6000/-+2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6000/-+4500/-** per day plus taxes as applicable on **Single sharing basis**.

This includes academic fees, program kit for participants, boarding and lodging.

Payment can be made online by registering through the website.

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s).

Last date

The last date for receipt of nominations for the Program is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program**. Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However, substitutes may be permitted with prior intimation.

Enquiry

For any information regarding this program, you may contact as below:

EL&D Office: eldc_office@iimraipur.ac.in Ph: +91 7880009845

About Program Directors



Dr. Rabin K. Jana is an Associate Professor of Decision Sciences Area at the Indian Institute of Management Raipur, India. He has obtained his PhD from IIT Kharagpur, India. He has received postdoctoral research fellowships from George Mason University, USA, and National University of Singapore. He is the recipient of the Young Scientist Research Project from the Department of Science & Technology, Government of India. Dr. Jana has conducted several MDPs and delivered lectures as a resource person. He is a senior member of Operational Research Society of India, a member of Decision Sciences

Institute, USA, and Indian Statistical Institute, Kolkata, and Indian Science Congress Association. His research interests include uncertain optimization, artificial intelligence, machine and deep learning algorithms, business forecasting, and time series analysis. Dr. Jana has published more than 125 papers in various international journals and conferences.



Dr. Jithesh A completed his Ph.D. in Management from the Indian Institute of Management (IIM) Kozhikode. He is an Assistant Professor of Information Systems at the IIM Raipur. He teaches courses related to information systems (IS) such as Blockchain Technology and Business Applications and Management Information Systems (MIS). His research mainly includes but is not limited to the psychological and sociological aspects of ICT, social media, fake news, cyberloafing, e-government, blockchain technology, hate speech, and e-business. He undertakes cross-disciplinary research and analyses information systems phenomena using theories from various disciplines, such as political science, public administration, psychology, and sociology. He has published in reputed journals.



Dr. Manojit Chattopadhyay is an Associate Professor and affiliated to the IT and systems area. He received his PhD in Business Management from the University of Calcutta. He has around 20 years of work experience in Industry, Teaching and Research. His research focuses on the application of AI based models in business decision making, strategic information visualization in the New digital economy, data privacy, Policy mining, Visual Clustering and social network analysis. He teaches various courses including Management Information Systems, Data visualization for decision making, Digital strategy for business, Artificial Intelligence in Business, and ERP, and Digital Strategies in Business Using Social Network Analysis, Business Data Analytics Uses in Management, and Robotics Automation of Business to PGP, executive PGP (PGPMWE), Senior Management Program (SMP) and General Management Program (GMP) batches at IIM Raipur. He has published more than 50 papers in various reputed international journals and conferences.

Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Program in Management (PGP) was started in 2010, whereas Fellow Program in Management (FPM) & Executive Fellow Program in Management (EFPM) was started in 2013. Executive Post-Graduate Program (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **14th** in 2024.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programs.

Location

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact us:

EL&D Office:

Indian Institute of Management Raipur,

Atal Nagar, P. O. - Kurru (Abhanpur)

Raipur – 493 661, Chhattisgarh, India

Phone: **771-247-4697** | Mobile: **+91-7880009845**

E-mail: eldc_office@iimraipur.ac.in