

## STUDY PLAN

Date	Day	GenAI Accelerator: Applied AI Mastery Program · Career247 × IBM · 12 Weeks · 68–70 Hours · NASSCOM Endorsed												
		Block / Module	Session #	Topic	Subtopics	Learning Outcomes	Applied AI Project	Delivery	Duration (hrs)	Module Duration (hrs)	Tools	Use Cases / Industry Lens	IBM Milestone	IBM Project
16-May-2026	Saturday	Week 0		Founder's Session										
17-May-2026	Sunday			Orientation Session										
<b>BLOCK 1: AI Fundamentals, Prompting, Multimodal &amp; Automation</b>														
<b>Module 1.1 – Foundations &amp; Prompting   Weeks 1–2</b>														
23-May-2026	Saturday		1	AI, ML, AGI & the GenAI Revolution	What is AI, ML, AGI and Narrow AI Generative AI & pre-trained foundation models Large Language Models (LLMs) – how they're built and why they're powerful Types of LLMs: text, multimodal, reasoning; open-source vs proprietary GenAI Ecosystem overview: text, image, video, audio tools	Explain AI, ML, AGI and Narrow AI with real examples Describe the role of LLMs and foundation models in modern AI Map the GenAI tool ecosystem across categories	P1: AI Productivity Blueprint (Week 1 – Part 1)	Live	3	14	ChatGPT · Claude · Gemini · Perplexity	BFSI: Credit scoring AI IT: LLM in software delivery Consulting: AI research tools		
24-May-2026	Sunday		2	ChatGPT, Claude & Gemini – Compare, Setup & First Wins	Platform deep dive: ChatGPT, Claude, Gemini – strengths & limits Account setup optimisation First 10 prompts – immediate work tasks ChatGPT Custom Instructions setup 4 ways of working with LLMs: Prompting, RAG, Agents, Fine-tuning (conceptual overview)	Navigate ChatGPT, Claude, Gemini with confidence Complete personal AI account setup checklist Generate 10 useful prompts for your own work tasks	P1: AI Productivity Blueprint (Complete – 10-prompt library + ROI comparison)	Live	3		ChatGPT · Claude · Gemini	E-commerce: Product description factory Media: Content ideation BFSI: Report summarisation		

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30-May-2026	Saturday		3	Prompt Engineering – The 7 Pillars	7 Pillars of Prompt Engineering: Clarity, Context, Format, Tone, Constraints, Specificity, Iteration Prompt engineering across domains: Marketing, HR, Finance, Education Building reusable prompt templates NotebookLM for research and document Q&A	Apply the 7 pillars to any professional task Build a personal library of domain-specific prompt templates Conduct deep research using NotebookLM	P2: Professional AI Toolkit (Week 2 – Part 1)	Live	3		ChatGPT · Claude · Gemini · NotebookLM · Perplexity	IT Services: Tech doc summarisation Manufacturing: SOP generation Consulting: Research synthesis		
31-May-2026	Sunday		4	Advanced Prompting – Few-Shot, Role, Chain-of-Thought	Advanced techniques: Few-shot learning, Role prompting, Chain-of-thought, Nested prompting Multi-step conversation management Professional communication generation: emails, reports, presentations Content repurposing across 8 formats and 3 regional markets Basic NLP tasks: summarisation, translation, classification	Implement 3 advanced prompting patterns for complex tasks Repurpose one content piece across 8 formats Generate professional communications with AI quality control	P2: Professional AI Toolkit (Complete – 10 templates + 8-format repurposing)	Live	3		ChatGPT · Claude · Gemini · Perplexity	Media: Content atomisation E-commerce: Multilingual product copy HR: Job description localisation		
<b>Module 1.2 – Multimodal &amp; No-Code Automation   Weeks 3–4</b>														
06-Jun-2026	Saturday		5	AI for Images – DALL-E & Google Imagen	Professional image generation with DALL-E 3 and Google Imagen Image prompt anatomy: subject, style, lighting, camera angle, mood Common image generation failures and fixes Object detection and image analysis with ChatGPT Vision	Generate 20+ professional images using structured prompt frameworks Diagnose and fix common image generation issues Build a reusable visual prompt library	P3: AI Content & Visual Studio (Week 3 – Part 1)	Live	3	14	ChatGPT (DALL-E 3) · Google Imagen · Gemini	E-commerce: Product visuals Media: Campaign assets Consulting: Pitch deck visuals		

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					Visual brand guidelines creation									
07-Jun-2026	Sunday		6	AI for Video – HeyGen, Veo & Google Vids	AI avatar presentations with HeyGen Text-to-video with Veo and Google Vids AI video tools overview: Sora, Runway, InVideo Video content planning and scripting with AI Professional video formats for 5 business use cases	Create an AI avatar presentation for a real work task Generate 5 video format outputs with AI Compare video AI platforms for different business contexts	P3: AI Content & Visual Studio (Complete – 20+ images + avatar video + 5 video formats)	Live	3		HeyGen · Veo · Google Vids · ChatGPT · DALL-E	IT Services: Training explainer videos Manufacturing: Safety instruction videos Media: Social content at scale		
13-Jun-2026	Saturday		7	AI for Voice & Audio – ElevenLabs	Text-to-speech with ElevenLabs: voice selection and customisation Professional voiceovers for training and presentations Creating audio branding and podcast intros Content repurposing: text/visual to audio Ethical considerations and AI voice disclosure standards	Generate professional voiceover for a presentation Create audio content library (10+ files) across formats Apply ethical disclosure guidelines for AI voice	P4: AI Voice & Audio Lab (Complete – 10+ professional audio files)	Live	3		ElevenLabs · ChatGPT	Education: E-learning narration BFSI: Customer IVR content Media: Podcast production		
14-Jun-2026	Sunday		8	RAG Chatbots & n8n Workflow Automation	RAG chatbot using Custom GPT Knowledge Base + Google AI Studio Introduction to n8n: workflow automation concepts Connect ChatGPT to email, spreadsheets, and forms with n8n Automation use case mapping for your role	Build a working RAG chatbot from uploaded documents Create first n8n automation connecting 2+ tools Map 3 business processes suitable for automation	P5: Business Automation Build (Week 4 – Part 1)	Live	3		ChatGPT Custom GPTs · Google AI Studio · n8n	BFSI: Document Q&A assistant IT Services: Ticket triage automation E-commerce: Order follow-up automation		

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20-Jun-2026	Saturday		9	No-Code App Build with Lovable	No-code web app and internal tool deployment with Lovable ChatGPT API integration concepts 3 tool integrations with business case documentation Complete automation workflow from brief to live deployment	Deploy a working no-code web interface with Lovable Document a complete automation + UI workflow Present business case with ROI estimate	P5: Business Automation Build (Complete – Live n8n + Lovable interface + 3 integrations)	Live	4		Lovable · n8n · ChatGPT API · Google AI Studio	Consulting: Client-facing dashboard Manufacturing: Process tracking app Retail: Inventory status tool		
<b>BLOCK 2: Agentic AI + AI Agents</b>														
21-Jun-2026	Sunday		10	How AI Agents Plan, Act & Adapt	4 core AI agent capabilities: Reflection, Planning, Tool Use, Multi-agent Collaboration Connecting agents with 3rd-party apps and databases Agentic document extraction with Landing.ai Agentic object detection demos Browser-control and computer-use AI	Explain the 4 agent capabilities with real examples Connect an AI agent to an external tool or database Identify 2 automation tasks where agents outperform prompts	P6: AI Knowledge Assistant (Week 5 – Part 1)	Live	3	7	ChatGPT · Google AI Studio · n8n · Landing.ai	IT Services: Autonomous ticket resolution BFSI: Document compliance agent E-commerce: Inventory monitoring agent		
27-Jun-2026	Saturday		11	Build Your First Custom GPT & Knowledge Assistant	Custom GPT creation: name, instructions, knowledge base Uploading documents – building a specialist assistant Testing with 10+ real work queries Multi-agent workflows for complex tasks Knowledge base best practices and maintenance	Deploy 2–3 Custom GPTs with specialist knowledge bases Test and document use cases with 10+ queries each Share live Custom GPT links as portfolio evidence	P6: AI Knowledge Assistant (Complete – 2-3 Custom GPTs with live demo links)	Live	3		ChatGPT Custom GPTs · Google AI Studio	Consulting: Company knowledge bot HR: Policy assistant Sales: Product Q&A assistant	IBM Milestone 1 Agentic AI Demonstration	IBM P1: Build & Deploy an AI Knowledge Assistant

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28-Jun-2026	Sunday	Assessment / Check-in	-	Block 1–2 Progress Check & Portfolio Review	P1–P6 portfolio review Feedback on prompt quality and project documentation Identify gaps before elective track selection	Every learner has P1–P5 submitted and P6 in progress Facilitator identifies learners needing support		Live	1		GenAI Lab			
<b>BLOCK 3: What's My AI Story? — Path Discovery</b>														
04-Jul-2026	Saturday		12	What's My AI Story? — Choose Your Elective	30 min: Meet 4 relatable learner stories (Zoom poll – which are you?) 45 min: Ask ChatGPT 'Which AI path is right for me?' – guided prompt exercise 60 min: See what each elective produces – one completed P7 demo per track 30 min: Write your AI goal in one sentence · Choose elective · Cohort groups formed live	Every learner leaves with a chosen elective track Each learner has written their AI goal in one sentence Cohort groups formed for Weeks 7–8	Pre-work for P7: Industry AI Blueprint	Live	3	3	ChatGPT · Zoom Polls · Google Forms	All industries – personal career mapping		
<b>BLOCK 4: 3-Elective Industry Modules</b>														
<b>Elective 1 – Work Efficiency   Corporate &amp; Private Sector</b>														
05-Jul-2026	Sunday	E1: Work Efficiency	13a	AI for Sales, Marketing & IT Operations	Campaign automation and lead generation with AI Personalisation at scale using ChatGPT + Perplexity IT: AI copilots in operations and agent-driven delivery Case studies: Unilever, Google, Deloitte Prompt frameworks for corporate use cases	Build 3 AI-powered campaign or operations workflows Automate one end-to-end marketing or IT task Document ROI with time savings estimate	P7 (E1): Work Efficiency Blueprint (Week 7 – Part 1)	Live	3.5	7	ChatGPT · Perplexity · n8n · Claude	Sales: Lead nurturing automation IT: Ops reporting copilot Marketing: Campaign brief generator	IBM Milestone 2 Industry AI Application	IBM P2 (E1): AI Work Efficiency Blueprint

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11-Jul-2026	Saturday	E1: Work Efficiency	14a	AI for Finance, Media & Cross-functional Roles	Finance: Reporting, audit and reconciliation with GenAI Media: Content creation workflows, script generation, asset automation Building personalised AI playbooks for your specific role Peer showcase: Best P7 (E1) drafts	Create an AI-powered workflow specific to your industry sector Complete Work Efficiency Blueprint with documented ROI Present one completed automation to peer group	P7 (E1): Work Efficiency Blueprint (Complete – industry-specific AI workflow + ROI doc)	Live	3.5		ChatGPT · n8n · Perplexity · Claude	BFSI: Audit summary automation Media: Content atomisation pipeline Consulting: Deliverable generation			
<b>Elective 2 – Research &amp; Career Readiness   Students &amp; Job Seekers</b>															
12-Jul-2026	Sunday	E2: Career Readiness	13b	AI-Powered Study, Research & Interview Prep	Study acceleration: notes, mind maps, Q&A with NotebookLM Mock interview practice and STAR responses with Claude ATS-ready resume built for maximum callback rate Company research automation with Perplexity before interviews	Build ATS-optimised resume with AI Conduct structured company research using Perplexity Generate 5 STAR responses for target roles with Claude	P7 (E2): Career Readiness Blueprint (Week 7 – Part 1)	Live	3.5	7	Claude · NotebookLM · Perplexity · ChatGPT · Gamma	Freshers: Resume builder Mid-career: Role transition planning All: Interview simulation	IBM Milestone 2 Industry AI Application	IBM P2 (E2): AI Career Readiness Blueprint	
18-Jul-2026	Saturday	E2: Career Readiness	14b	LinkedIn Optimisation & Job Search Automation	LinkedIn profile optimisation: headline, About, Featured section Job search pipeline: tracking, follow-ups, outreach with n8n Personal portfolio creation with Gamma and Notion Peer review of Career Readiness Blueprints	Fully optimised LinkedIn profile with AI-generated sections Working n8n job search tracker and follow-up automation Portfolio page live on Notion or Gamma	P7 (E2): Career Readiness Blueprint (Complete – resume + LinkedIn + n8n tracker + portfolio)	Live	3.5		Claude · ChatGPT · n8n · Gamma · Notion · Perplexity	Job seekers: End-to-end career AI stack			
<b>Elective 3 – Business Builders   Freelancers, Owners &amp; Founders</b>															

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19-Jul-2026	Sunday	E3: Business Builders	13c	AI-Powered Client Acquisition & Operations	<p>Client enquiry automation: FAQ chatbot and WhatsApp response system</p> <p>Personalised outreach and proposals at scale</p> <p>Automated client onboarding workflow with n8n</p> <p>Product launch assets: visuals, video ads, social posts with AI</p>	<p>Deploy a working FAQ/WhatsApp chatbot for client enquiries</p> <p>Automate client onboarding from form to welcome email</p> <p>Create a product launch asset kit with AI</p>	P7 (E3): Business Builder Blueprint (Week 7 - Part 1)	Live	3.5	7	ChatGPT · n8n · HeyGen · DALL-E · ElevenLabs · Claude	<p>Freelancers: Client pipeline automation</p> <p>Founders: Product launch AI stack</p> <p>SME: Ops automation</p>	IBM Milestone 2 Industry AI Application	IBM P2 (E3): AI Business Builder Blueprint
25-Jul-2026	Saturday	E3: Business Builders	14c	No-Code App Build & Multi-Channel Content	<p>No-code app or internal tool with Lovable – no developer needed</p> <p>Pitch deck, investor updates, or service brochure with AI</p> <p>Multi-channel content for Instagram, LinkedIn, and WhatsApp</p> <p>Go-to-market strategy using AI research and analysis</p>	<p>Deploy a working no-code app or tool with Lovable</p> <p>Create investor-ready pitch deck with AI</p> <p>Build 30-day multi-channel content calendar</p>	P7 (E3): Business Builder Blueprint (Complete – chatbot + app + content calendar + pitch deck)	Live	3.5		Lovable · ChatGPT · Claude · HeyGen · DALL-E · Gamma	<p>Founders: Investor pitch prep</p> <p>Freelancers: Service brochure + social stack</p> <p>SME: Customer-facing app</p>		
<b>BLOCK 5: Capstone Projects</b>														
26-Jul-2026	Sunday	Block 5: Capstone	15	Capstone Brief & Solution Design	<p>Capstone brief: build one end-to-end AI-powered solution for your context</p> <p>Solution architecture design session</p> <p>Facilitator 1:1 check-ins per elective group</p> <p>Peer accountability pairs formed</p> <p>Project documentation standards and submission format</p>	<p>Define capstone project scope, tools, and success criteria</p> <p>Submit one-page project proposal</p> <p>Begin solution build with facilitator guidance</p>	Capstone Build begins (All tracks – tailored to chosen elective)	Live	3	12	All tools relevant to learner's track	<p>Work Efficiency: Department AI transformation</p> <p>Career Readiness: Portfolio + job-search system</p> <p>Business Builders: AI-powered business solution</p>	IBM Milestone 3 Capstone Initiation	IBM P3: End-to-End AI Solution

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01-Aug-2026	Saturday	Block 5: Capstone	16	Capstone Build Lab – Sprint 1	3-hour guided build session Breakout rooms by elective track Tool troubleshooting support Mid-build documentation checkpoint	Complete 50% of capstone build Document decisions, tools used, and challenges Peer feedback on draft deliverable	Capstone – Build Sprint 1	Live	3		All tools – track specific			
02-Aug-2026	Sunday	Block 5: Capstone	17	Capstone Build Lab – Sprint 2	Complete build sprint Quality review against capstone rubric Portfolio documentation: screenshots, process notes, outcomes Presentation prep: 5-slide deck structure	Complete 100% of capstone build Finalise portfolio documentation Draft capstone presentation	Capstone – Build Sprint 2	Live	3		All tools – track specific · Gamma			
08-Aug-2026	Saturday	Block 5: Capstone	18	Capstone Presentations & Peer Showcase	5-minute capstone presentations per learner Peer + facilitator feedback using structured rubric Top 3 projects voted for IBM recognition Portfolio submission deadline	Present end-to-end AI solution to cohort Receive structured feedback on project quality Submit final portfolio for IBM + NASSCOM certification	Capstone – Final Presentation	Live	3		Gamma · Notion · Google Slides	IBM Milestone 4 Capstone Presentation	IBM P3: Final Presentation & Portfolio Submission	
<b>BLOCK 6: Building My Personal Brand with AI</b>														
09-Aug-2026	Sunday	Block 6: Personal Brand	19	Your AI Story → Your Professional Identity	'Who I Am' paragraph with AI – craft authentic professional narrative LinkedIn profile optimisation: headline, About, Featured, Skills Portfolio page design with Gamma or Notion AI personal brand positioning strategy	Write a compelling AI-enhanced professional 'About' paragraph Update LinkedIn with AI-generated, human-refined sections Publish live portfolio page with P1–Capstone highlights	P8: AI Personal Brand Launch (Week 11 – Part 1)	Live	3	6	Claude · ChatGPT · Gamma · Notion · LinkedIn	All learners – career positioning Job seekers: Recruiter-facing brand Founders: Thought leadership presence	IBM Milestone 5 Personal Brand & Alumni	IBM P4: AI Personal Brand Portfolio

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15-Aug-2026	Saturday	Block 6: Personal Brand	20	Live Post + 30-Day AI Content Calendar	Write and publish first LinkedIn AI post live in session Build 30-day AI content calendar with ChatGPT Content formats: carousel, text post, short video, poll Alumni network activation - peer LinkedIn connections Certification ceremony and next steps	Publish first AI-themed LinkedIn post during session Create 30-day content calendar ready to execute Receive IBM + Career247 dual certificate Activate alumni network connections	P8: AI Personal Brand Launch (Complete - LinkedIn post live + 30-day calendar + portfolio link)	Live	3		Claude · ChatGPT · Gamma · LinkedIn	All learners - sustained AI visibility		

