

## Report 2

For an MBA student, keeping up with current trends is crucial especially in today's rapidly evolving technological landscape. Recognizing the growing significance of generative AI, the Indian School of Business (ISB) has introduced a cutting-edge course, "Generative AI," to equip students with the necessary skills and knowledge to thrive in this technology era. One of the coolest parts of this course was the hands-on project where we built a custom chatbot using ChatGPT, a state-of-the-art language model developed by OpenAI.

In the course, we worked in groups to develop a custom chatbot tailored to specific business needs. Our group decided to create a product management chatbot designed to help users brainstorm ideas and guide them through the product development process, from ideation to creating a Minimum Viable Product (MVP). The project required us to dive into prompt engineering, we learned how to craft precise and effective prompts, enabling the chatbot to understand and respond to user queries accurately. This skill is invaluable for MBA students, as it enhances our ability to communicate effectively with AI systems. Throughout the project, we gained hands-on experience in tweaking and fine-tuning the chatbot's responses, ensuring precision and customization to meet the specific requirements of product management.

The course also explored into the crucial topic of ethics surrounding AI systems. We analysed case studies like "Timnit Gebru: Silenced No More" to understand the risks of AI bias and the potential harms that can arise from irresponsible development and deployment of these powerful technologies. These lessons highlighted the importance of developing AI responsibly, with a keen awareness of the ethical implications.



