

GUEST LECTURE

GENERATIVE A.I. & PROMPT ENGINEERING

ANK – The IT and Analytics Club of IIM Visakhapatnam conducted a guest lecture as part of Vaktavya Series (Leadership Talk 4.0 | Episode 3) on 20th Oct 2023 at 6pm.



ABOUT THE SPEAKER: Mr. Navveen Balani, a seasoned entrepreneur and Google Cloud Certified Fellow, specializes in crafting cutting-edge solutions for exponential technology transformation. With over two decades of experience, he excels in multi-cloud strategy, AI, Generative AI, Big Data, IoT, and more.

As the Managing Director and Chief Technologist at Accenture, he guides large-scale enterprises in designing scalable, secure solutions. He uses his expertise in product and solutions roadmaps, GTM strategy, and business value assessment to guide organizations through exponential transformations.

Navveen is a prolific author with numerous books and publications, including his latest work, "Unlocking Generative AI with Prompt Engineering." He's an award-winning author, Udemy instructor, and creator of the YouTube channel, Cloud Solutions Academy, dedicated to nurturing the next generation of tech professionals. He has contributed to over 10 patents and 100+ technology publications. Navveen Balani is also recognized as a LinkedIn Top Voice.

The presentation delved into the rapidly advancing realm of Generative AI and Prompt Engineering. It commenced with a concise overview of Generative AI and its current real-world applications. From content generation to educational contexts, Generative AI boasts a wide array of potential uses, which were briefly touched upon during the session. Moreover, the presentation showcased examples of AI-generated content to underscore the remarkable evolution of modern technology driven by machine learning and various algorithms.

The session then shifted its focus to the subject of prompt engineering. A concise introduction was provided on the concept of prompt engineering and the art of crafting effective prompts. In a world where AI chatbots like ChatGPT, Bard, and Bing have emerged, this field demands thorough exploration and investigation.

A concise dialogue was conducted regarding the potential utility of these two technologies, particularly the craft of prompt engineering, in MBA disciplines such as operations, marketing, consulting, and analytics. The lecturer engaged with students' questions and inquiries, leading to a comprehensive grasp of the concepts and foundational principles covered. The speaker was also generous enough to provide the students with a complimentary copy of his e-book, titled "Generative AI Simplified: A Layman's Guide to Generative AI."

The lecture spanned approximately an hour and was attended by an estimated 80 individuals.