

ADVANCED

15 WEEKS · 3 PHASES · NO CODE REQUIRED

AI Masters Certification

The **AI Universe** program — a 15-week journey from beginner to AI product builder. Built with **Microsoft**, delivered by **upGrad KnowledgeHut**.

PHASE 01

GenAI Foundation

LLMs · Prompt · RAG · Vector DBs

PHASE 02

Agentic AI Automation

ReAct · CrewAI · MCP · n8n

PHASE 03

Vibe Coding · Demo Day

Lovable · Supabase · Stripe · GTM

JOINT COMPLETION CERTIFICATE



A globally recognised credential — co-issued by **Microsoft & upGrad KnowledgeHut**. Verifiable on LinkedIn.

500K+
CAREERS

100+
COUNTRIES

4.8★
RATED

BUILT WITH THE WORLD'S LEADING AI STACK

OpenAI

Claude

Gemini

LangChain

Pinecone

CrewAI

n8n

Lovable

Supabase

Stripe

15

WEEKS

3

PHASES

6+

PROJECTS

25+

TOOLS

0

LINES OF CODE



Live weekend cohort

Sat + Sun, 7:30–10:30 PM IST



1:1 mentorship

Personalised career support



Live Demo Day

Pitch to industry experts



Portfolio-ready

Live URLs, not notebooks

— CONTENTS & ABOUT

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A global Ed-Tech company equipping the world's workforce with the skills of the future.

In collaboration with **Microsoft**, we bring you the most comprehensive no-code AI certification — designed for professionals who want to **build real AI products**, not just watch AI transform the world around them.

500K+

Careers Transformed

1,250+

Industry Experts

250+

Workshops / Month

100+

Countries Served

Google



4.8 / 5

Facebook



4.7 / 5

SwitchUp



4.9 / 5

PROGRAM HIGHLIGHTS

From beginner to **AI builder** — in 15 weeks

A no-code, end-to-end journey across three integrated phases — culminating in a live Demo Day where you pitch a fully deployed AI product to industry practitioners.

JOINT COMPLETION CERTIFICATE

A Microsoft × upGrad credential that signals real-world AI builder capability.

Earn a globally recognised certificate powered by Microsoft's AI curriculum and upGrad KnowledgeHut's delivery excellence. Verifiable on LinkedIn. Backed by an actual deployed product on your portfolio.

 **Microsoft Certified Partner**

Co-designed curriculum · Industry-recognised certification

3

Phases

GenAI → Agentic AI → Vibe Coding. Each phase builds directly on the last.

6+

Graded Projects

Real, deployed products. Live demos. Industry evaluation.

25+

Production Tools

Industry-grade stack. The same tools used by AI teams at leading companies.

1:1

Mentorship

Personalised career support throughout the program.

★

Live Demo Day

Pitch a deployed AI product to a panel of industry experts.

0

Lines of Code

Truly accessible. No coding background or AI experience required.

— THE LEARNING ARC

Three phases. One AI universe.

Each phase builds directly on the last — so by Week 15, every tool, agent, and product you've built works together as one unified, deployed AI system.

PHASE 01

GenAI Foundation

Weeks 1 — 4

Master how LLMs actually work. Learn the prompting patterns that power every serious AI product. Build your first semantic search and deploy a production RAG chatbot to a live URL.

Prompt Engineering Embeddings

Vector DBs RAG Systems

RAGAS Eval Multi-LLM

You walk away with

Multi-LLM Comparator + Semantic Search +
Deployed RAG Chatbot

PHASE 02

Agentic AI Automation

Weeks 5 — 10

Move from chatbots that answer to agents that act. Build ReAct agents, multi-agent crews, and MCP-connected business automations. Every step traced and observable via LangSmith.

ReAct LangGraph CrewAI

AutoGen n8n MCP

You walk away with

Multi-Agent Marketing Pipeline + CRM &
Inbox Automation

PHASE 03

Vibe Coding · Product Build

Weeks 11 — 15

Ship full-stack SaaS products with Lovable, Bolt, Supabase, and Stripe — no code. Develop GTM strategy, pricing, and ROI framework. Pitch your capstone live on Demo Day.

Lovable.dev Supabase Stripe

Figma Guardrails GTM

You walk away with

Deployed AI SaaS + GTM Deck + Capstone
Demo Day Pitch

Foundation



Automation



Product



Demo Day

WHY THIS SEQUENCE WORKS

Most AI courses teach *concepts*. This one teaches you to **build, automate, and ship** — in that order, because that's the order the real work happens.

WEEK 04

First product live

Deployed RAG chatbot

WEEK 10

Agentic flagship

CRM & Inbox automation

WEEK 15

Capstone Demo Day

Pitch to industry panel

— WHO THIS IS FOR

Built for the ambitious — no matter where you start

If you refuse to be left behind by the AI revolution, this program is your launchpad. Whether you're pivoting careers or deepening expertise, the journey from zero to AI builder takes 15 weeks.



Early-Career Professionals

Future-proof your career before AI reshapes your industry entirely. No AI background required — only motivation to build.

0 — 3 YRS EXPERIENCE



Marketing & Operations

Build AI directly into your daily workflows. Automate what used to take an entire week into a single afternoon.

MARKETING · SALES · OPS · CX



Product Managers & Analysts

Transition into AI product roles with real deployed projects to prove your capability — not just certifications on a résumé.

PMS · BAS · STRATEGY



Software Engineers

Go beyond code to full AI system design. Own the entire stack — RAG, agents, orchestration, deployment — not just the implementation.

DEVS · ENGINEERING LEADS



Consultants & Project Managers

Gain hands-on AI credibility to advise clients and run engagements with authority — backed by real builds, not slideware theory.

CONSULTING · PMO · DELIVERY



Aspiring AI Builders & Founders

You've watched AI change the world. Now it's your turn to be the one shipping the next wave of products.

FOUNDERS · INDIE HACKERS

What You Need

- No coding or AI background required
- Comfortable with digital tools — web apps, spreadsheets, email
- Have used ChatGPT, Claude, or Gemini even casually
- Can commit to weekend live sessions for 15 weeks
- A product idea, business problem, or career goal AI can solve

The Right Mindset

This isn't a theory course — it's a builder's bootcamp. Every week, you produce something real: a working agent, a deployed chatbot, a live SaaS app. The only prerequisite that truly matters is your willingness to **show up, experiment, and iterate.**

— WHY NOW

The AI skills window **won't stay open forever**

"I use AI" vs "I'm Microsoft-certified in AI" — only one gets a callback in 2026.

01

Every résumé now claims AI proficiency. Recruiters stopped reading that line two years ago. What they filter for now is verifiable, deployed, demonstrable AI work — a portfolio of products you actually shipped, backed by a credential they recognise.

01

The market has flipped

AI is no longer a "nice to have" on a JD — it's the filter. Roles that didn't ask for AI literacy 18 months ago now require demonstrated builds. The candidates moving up are the ones who can **build, not just describe**.

02

The toolkit just matured

The tools that took engineering teams six months to wire up — RAG, agents, MCP, vibe-coded SaaS — now ship in an afternoon with no code. The barrier dropped. The advantage goes to whoever moves first.

03

Credentials are getting compressed

Generic "AI courses" are everywhere. A **Microsoft-backed certification** built around a deployed product cuts through the noise. It's the difference between a badge and a portfolio.

04

Your first-mover window is short

In 12 months, "I built an AI agent" stops being a differentiator and becomes a baseline. The people who move now build the playbook everyone else has to follow. The people who wait become the ones following it.

THE BET

Spend 15 weeks building real AI products now — or spend 15 months explaining why you didn't.

15^{wks}

FROM BEGINNER
TO BUILDER

— CURRICULUM

Phase 1 · GenAI Foundation

PHASE 01 · WEEKS 1 — 4

DELIVERABLE

Lay the bedrock. Build your first deployed AI product.

**PRODUCTION RAG
CHATBOT**

WEEK 01 AI Landscape & Prompt Engineering

YOU'LL COVER

Transformer intuition, attention, tokenisation, context windows. Zero-shot, CoT, ReAct prompting. JSON mode & structured outputs. Red-teaming & injection defence.

PROJECT · MULTI-LLM COMPARATOR

Run any prompt through GPT-4o, Claude, and Gemini side-by-side. Log results to Sheets via Make.com.

WEEK 02 GenAI Stack & Vector Databases

YOU'LL COVER

4-layer GenAI architecture. Embeddings deep dive. Pinecone, Chroma, Weaviate compared. Hybrid search (dense + BM25 + reranking). Multimodal — GPT-4o & Claude Vision.

PROJECT · SEMANTIC PRODUCT SEARCH

Embed 50 product items into Pinecone, build a natural-language search UI, compare keyword vs semantic.

WEEK 03 RAG Systems — Build & Deploy

YOU'LL COVER

Full RAG pipeline anatomy. Chunking strategies. Self-RAG, CRAG, GraphRAG, RAG Fusion. RAGAS evaluation — faithfulness, relevancy, precision. Failure modes & debugging.

PROJECT · PRODUCTION RAG CHATBOT

Ingest your own docs, deploy to a live URL with multi-turn memory and source citations. RAGAS scored over 20 questions.

WEEK 04 Advanced Workflows & Showcase

YOU'LL COVER

Function calling. AI content pipelines (Research → Outline → Draft → Edit → SEO). Image generation — DALL-E 3, Ideogram, Stable Diffusion. Phase 1 consolidation.

PROJECT · PHASE 1 LIVE SHOWCASE

5-minute live demo + 3-minute Q&A. Top builds featured in the cohort newsletter.

TOOLS YOU'LL USE IN PHASE 1

FlowiseAI Pinecone LangSmith Make.com OpenAI Claude
Gemini PromptLayer Unstructured.io RAGAS DALL-E 3

BY END OF PHASE 1

A live, deployed RAG chatbot URL on your portfolio — quality-scored on faithfulness, relevancy, and recall.

CURRICULUM

Phase 2 · **Agentic AI Automation**

PHASE 02 · WEEKS 5 — 10

FLAGSHIP DELIVERABLE

From chatbots that answer to agents that act.

**CRM & INBOX
AUTOMATION**

**WEEK
05**

Architecture & First Agent

TOPICS

OODA loop, autonomy spectrum. 4 patterns: Reflection, Tool Use, Planning, Multi-Agent. ReAct framework. Agent memory systems. Tool ecosystem & safety gates.

PROJECT

Domain ReAct Agent with web search, calculator, and custom HTTP tool.

WEEK 06 LangChain & LangGraph

TOPICS

LangChain mental model. LCEL chains. LangGraph state machines. Tool design principles. LangSmith observability. Router agents.

GRADED PROJECT

Dual AI Research + Customer Care Agent with intent routing.

WEEK 07

Multi-Agent · CrewAI

TOPICS

Why multi-agent. CrewAI Agent / Task / Crew / Process. Six crew patterns. Shared vs private memory. Human-in-the-loop gates.

PROJECT

3-Agent Content Crew: Researcher → Writer → SEO Reviewer.

**WEEK
08**

Enterprise Agents · AutoGen

TOPICS

Microsoft AutoGen patterns. Google ADK. Enterprise scale: PII masking, audit logs, cost controls. n8n as outer orchestrator.

GRADED PROJECT

4-Agent Marketing Pipeline with human approval gate.

WEEK 09

No-Code Automation

TOPICS

n8n advanced — sub-workflows, error workflows. Make.com routers. Zapier Agents. HubSpot, Notion AI, Slack bots, Google Workspace integration.

PROJECT

Automation Portfolio — 3 working workflows for your job.

WEEK 10

MCP & Observability

TOPICS

Model Context Protocol — host, client, server. Gmail/Calendar/HubSpot/Figma MCP. LangSmith production tracing. Latency & cost metrics.

**FLAGSHIP · CRM & INBOX
AUTOMATION**

Gmail → Claude classifier → HubSpot → Calendar → reply → digest.

TOOLS YOU'LL USE IN PHASE 2

LangChain LangGraph CrewAI AutoGen Google ADK n8n
Make.com MCP SDK HubSpot Tavily Serper

BY END OF PHASE 2

A multi-agent system connected to your real business tools via MCP — fully traced, observable, and production-grade.

— CURRICULUM

Phase 3 · Vibe Coding & Demo Day

PHASE 03 · WEEKS 11 — 15

From AI builder to AI founder. Ship. Pitch. Ship again.

CAPSTONE
LIVE DEMO
DAY

WEEK 11

Vibe Coding · Prompt to Product

YOU'LL COVER

Lovable.dev, Bolt.new, V0.dev, Cursor compared. Supabase 101 — Postgres, Auth, Storage, Edge Functions via natural language. Custom domain setup.

PROJECT · FULL AUTH + DATA APP

Personal app with login, persistence, search, dashboard. Live public URL.

WEEK 12

AI SaaS Build

YOU'LL COVER

AI integration via Supabase Edge Functions. Streaming responses. Per-user token limits. Stripe subscription pricing. AI feature UX patterns.

GRADED PROJECT · AI SAAS PRODUCT

Lovable + Supabase SaaS with streaming AI, usage dashboard, Stripe pricing page.

WEEK 13

AI Product Strategy

YOU'LL COVER

8 UX principles for AI products. Figma for AI PMs. Miro architecture. AI product OKRs. Six pricing models. GTM & growth loops. ROI framework.

PROJECT · CAPSTONE ARCHITECTURE

Miro diagram + Figma wireframes + tech stack + live ROI Calculator.

WEEK 14

Responsible AI & GTM Pitch

YOU'LL COVER

Hallucination taxonomy. Prompt injection defence. Guardrails AI. EU AI Act risk tiers. India DPDP Act. AI bias mitigation. 10-slide GTM deck design.

GRADED PROJECT · LIVE GTM PITCH

7-min presentation + 8-min Q&A with industry expert panel.

WEEK 15 · CAPSTONE

Final Build, Rehearsal & Demo Day

INTEGRATED LAYERS

Intelligence Layer (RAG + embeddings + RAGAS). Agent Layer (ReAct or multi-agent with tool use). Frontend (Lovable/Bolt with auth + streaming AI). Automation Layer (n8n/Make connecting 2+ tools). Observability dashboard.

JUDGING CRITERIA

Innovation 25% · Technical Depth 25% · UX Quality 25% · Business Viability 25%. Live presentations to industry practitioners. Awards. Graduation.

CAPSTONE · END-TO-END AI UNIVERSE APPLICATION

Everything you've built over 14 weeks comes together as one deployed product, judged live by industry practitioners.

PROJECTS

Six graded builds. One unified portfolio.

Every project is a real, deployed product — not a notebook. By Week 15, you have a portfolio link recruiters can click and a capstone you can pitch on Demo Day.

PROJECT 01 · WEEK 04

Multi-LLM Comparator Dashboard

Run any prompt through GPT-4o, Claude 3.7, and Gemini 2.0 simultaneously. Logs side-by-side to Google Sheets. Used to evaluate which model wins for which use case.

FlowiseAI Make.com OpenAI Claude Gemini

PROJECT 02 · WEEK 04

Production RAG Chatbot

Ingest your own documents. Deploy to a live URL with multi-turn memory and source citations. Quality scored with RAGAS over 20 test questions. Real production patterns.

Pinecone FlowiseAI RAGAS LangSmith

PROJECT 03 · WEEK 06

Dual-Specialist Routing Agent

Router classifies user intent and dispatches to a Research Agent (web search + Pinecone) or Customer Care Agent (order lookup tools). Full LangSmith trace included.

LangGraph Serper LangSmith Pinecone

PROJECT 04 · WEEK 08

Multi-Agent Marketing Pipeline

4-agent crew: Trend Researcher → Content Writer → Brand Reviewer → Social Scheduler. n8n human approval gate. All four agents traced in LangSmith.

CrewAI n8n Buffer Serper

PROJECT 05 · WEEK 10

CRM & Inbox Automation

Phase 2 flagship. Gmail triggers Claude to classify intent → HubSpot updates → Calendar follow-up event → personalised auto-reply → daily digest report. Connected via MCP.

MCP Gmail MCP HubSpot MCP Calendar MCP n8n

PROJECT 06 · WEEK 12

AI-Powered SaaS Product

Deployed Lovable + Supabase SaaS with user auth, streaming AI feature via Edge Functions, usage dashboard, token limits, and a working Stripe pricing page.

Lovable Supabase Stripe Claude API

CAPSTONE · WEEK 15

CAPSTONE

End-to-End AI Universe Application

Everything integrated as one deployed product: RAG pipeline (intelligence) + multi-agent system (autonomy) + Lovable frontend (UX) + n8n automation (connectivity) + LangSmith observability + GTM strategy doc + 3-month launch plan. Judged live by industry practitioners on Innovation · Technical Depth · UX · Business Viability.

RAG Multi-Agent Lovable Supabase n8n MCP Stripe LangSmith GTM Deck

— THE STACK

25+ industry-grade tools. **Production-ready.**

Every tool in the program is actively used by AI teams at leading companies. You won't just learn *about* these tools — you'll build with them, break them, debug them, and ship products on them.

LLMS & FOUNDATION MODELS

OpenAI · GPT-4o

Anthropic ·
Claude

Google · Gemini

Groq · Llama

Together AI

Hugging Face

ORCHESTRATION & FRAMEWORKS

LangChain

LangGraph

FlowiseAI

CrewAI

AutoGen

Google ADK

VECTOR & MEMORY

Pinecone

Chroma

Qdrant

Weaviate

Mem0

Unstructured.io

BUILD & DEPLOY

Lovable.dev

Bolt.new

V0.dev

Supabase

Stripe

Vercel

AUTOMATION & CONNECTIVITY

n8n

Make.com

Zapier

MCP SDK

HubSpot

Slack API

OBSERVABILITY · EVAL · DESIGN

LangSmith

LangFuse

RAGAS

Guardrails AI

Figma

Miro

— WHAT YOU'LL BECOME

From "I use AI" to "I build AI products"

15 weeks from now, you'll be the person in the room who actually shipped one.

Most AI conversations are spectator sport — opinions, hot takes, screenshots from someone else's tool. You'll be on the other side of that line: a builder with a deployed product, a Microsoft-backed credential, and a portfolio that opens doors theory alone never will.



Engineer prompts that produce reliable, structured, evaluable output



Architect & deploy production RAG systems with measurable quality



Build autonomous AI agents that reason, plan, and use tools



Orchestrate multi-agent crews with shared memory & human-in-the-loop



Connect AI to real business systems via the Model Context Protocol



Ship full-stack SaaS products end-to-end without writing code



Design AI product UX, pricing, and go-to-market strategy



Make responsible AI tradeoffs — safety, bias, and compliance

ROLES YOU CAN STEP INTO

AI Product Manager

AI Solutions Architect

Agentic AI Engineer

AI Automation Lead

GenAI Consultant

AI Founder · Indie Hacker

Applied AI Specialist

RAG / Knowledge Engineer

15

weeks of weekend lives

Saturday + Sunday, 7:30 PM – 10:30 PM IST.
Hands-on builder format.

6+

portfolio-grade projects

Each one a deployed product, not a notebook. Live URLs you can share.

1

credential that travels

A Microsoft × upGrad joint certification, verifiable on LinkedIn.

READY TO BUILD?

Your AI Universe starts here. **Enroll now.**

Join 500,000+ professionals who have transformed their careers with upGrad KnowledgeHut. The next wave of AI builders is being trained right now — make sure you're in the room.

Enroll at knowledgehut.com →

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