

A hand is shown placing a puzzle piece onto a grid of glowing digital characters and symbols. The background is dark with a blue and white glow, suggesting a high-tech or AI environment. The puzzle pieces are dark with white outlines, and the grid is composed of these glowing characters.

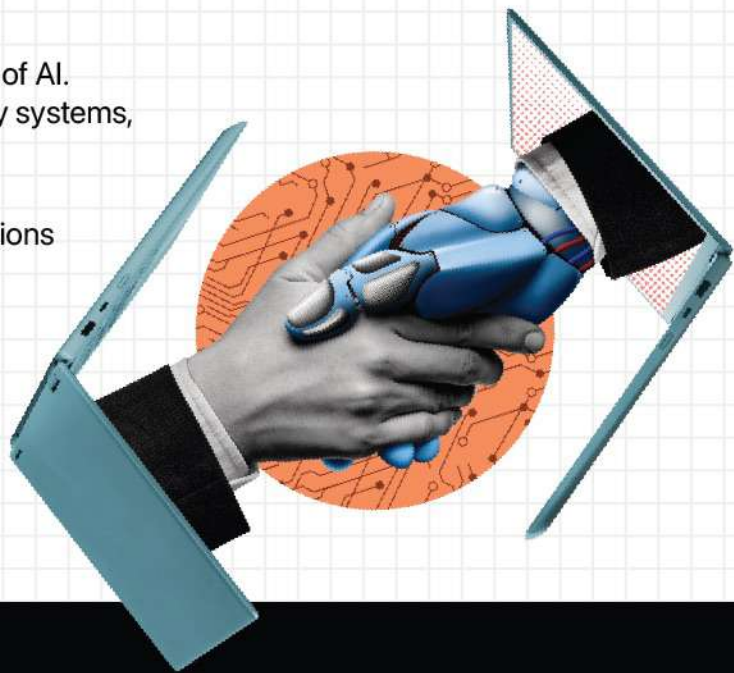
MBA IN AI-DRIVEN BUSINESS STRATEGY

India's Only MBA Where You Graduate with 2 Years of Hands-On AI Experience

WHY THIS PROGRAM?

Because traditional models can't keep up with the speed of AI. This program trains you to lead and build in a world run by systems, agents, and intelligent platforms.

- **75% of global firms plan to integrate AI into core functions by 2026 (PwC)**
- Roles in AI-led strategy and business operations are growing 2–3x faster than traditional roles (LinkedIn Economic Graph)



Outcome:

Future-ready professionals with AI fluency, strategic thinking, and an operational AI business team.

REDESIGNING THE MBA FOR AN AI-FIRST WORLD

Today's business problems aren't solved in PowerPoints. They're solved by intelligent systems. That's why our curriculum doesn't just include AI, it's built on it.

Old Curriculum



Our Curriculum

✘ Marketing Principles



✔ AI-Driven Campaign Engines

✘ Corporate Strategy



✔ Scenario Simulators & Decision Bots

✘ Financial Reporting



✔ Real-Time Dashboards & Predictive Models

✘ Business Communication



✔ Generative Content & AI Interaction Design

✘ Case Studies



✔ 30+ AI-Powered Business Deployments

✘ Internships



✔ 2 Years of Live AI Execution

WHAT SETS THIS PROGRAM APART

2 years of real, applied AI work

Part-time, designed for working professionals

Launch an AI-powered business team, not just a project

Graduate with **30+** deployable business solutions

Sample Projects:

Zomato: An AI-driven customer support and upselling bot across 3 regional languages

Asian Paints: Predictive demand model across SKUs and regions

Swiggy: Real-time delivery routing & feedback loop powered by agentic AI

Tata Consumer: Inventory reordering system for 500+ distribution centers

An HR SaaS Bot: Simulates onboarding + performance reviews for SMEs

HOW THE PROGRAM WORKS

Each semester includes:



AI Labs

Build tools using Glide, Bubble, Claude, ChatGPT, Power BI, Midjourney, and more



Live Projects

Solve business problems from real companies (Zomato, Infosys, Unilever)



Mentorship

Faculty + Industry Mentors support your AI build-out



Weekly Simulations

Operate and refine intelligent systems in-market scenarios

This doesn't exist on Coursera. Or in Harvard's case method.

CURRICULUM STRUCTURE

Semester I

- Business Economics
- Sustainability & Ethics
- Financial Reporting & Corporate Finance
- Organizational Behavior and Human Resources Management
- Quantitative Techniques for Business Decisions - I
- **AI Tools for Business Productivity**

Semester II

- Entrepreneurship
- Marketing Management
- Quantitative Techniques for Business Decisions - II
- Business Law & Corporate Governance
- **Agentic AI & No-Code Business Workflows**
- **Data Analytics & Visualization with AI**

Semester III

- Business Research Methods
- Operations Management
- **AI-Led Digital Business Transformation**
- **AI-Powered Marketing & Branding**
- **AI in Product Design & Customer Experience**

Semester IV

- Strategic Management
- **AI & the Future of Work**
- **AI Strategy for Competitive Advantage**
- **Platform Thinking & Data Network Effects**
- **Capstone Project - Building AI-Powered Businesses**

COURSE 1

AI Tools for Business Productivity

Automating daily workstreams with intelligence

Learning Outcomes:

- Understand and apply AI tools to boost productivity
- Create intelligent workflows for internal operations
- Automate repetitive business tasks with AI assistants

Tools:



ChatGPT



Power Automate



formerly Integromat

Sample Projects:



Use ChatGPT to auto-summarize meeting notes and action items



Unilever

Create no-code automations for HR onboarding workflows



Z O H O

Build an AI-powered internal knowledge base assistant



TATA CONSULTANCY SERVICES

Implement automated ticket routing using AI agents



Design a self-updating dashboard using Make.com

COURSE 2

Agentic AI & No-Code Business Workflows

Build powerful business processes without writing code

Learning Outcomes:

- Design and deploy agentic AI for operations
- Build and test no-code automations in real environments
- Integrate business logic into intelligent bots

Tools:



ChatGPT



make
formerly Integromat



.bubble



Voiceflow

Sample Projects:



Automate customer feedback loops using no-code bots



Build an internal career coaching agent using agentic AI



Create agentic workflows for seller onboarding



Launch a chatbot for customer policy renewals



Create a virtual financial agent for credit scoring

COURSE 3

Data Analytics & Visualization with AI

Transform data into insight using AI tools

Learning Outcomes:

- Automate dashboard generation using AI
- Identify patterns and trends in real-time business data
- Convert business queries into visual summaries

Tools:



Sample Projects:



Build a weekly performance dashboard across regions



Forecast seasonal sales by product line



Visualize energy and raw material usage trends



Build a customer sentiment dashboard



Use AI to correlate test ride data with sales

COURSE 4

AI-Led Digital Business Transformation

Redesign business models for the AI-first era

Learning Outcomes:

- Evaluate digital readiness of a traditional business
- Recommend AI interventions across departments
- Reimagine value delivery using data and automation

Tools:



Notion AI ✨



Lucidchart

Sample Projects:



Create a roadmap to digitize field sales using AI



Redesign customer support using GenAI



Transform in-store experience with AI kiosks



Build an AI playbook for store analytics



Identify cost-saving AI automations in operations

COURSE 5

AI-Powered Marketing & Branding

Shape brands with personalized, predictive AI

Learning Outcomes:

- Generate brand voice and storytelling with AI
- Track and adapt to real-time brand sentiment
- Develop campaign strategies using consumer AI insights

Tools:



Sample Projects:



Create a roadmap to digitize field sales using AI



Redesign customer support using GenAI



Transform in-store experience with AI kiosks



Build an AI playbook for store analytics

AJIO

Identify cost-saving AI automations in operations

COURSE 6

AI in Product Design & Customer Experience

Create user-first products using intelligent insights

Learning Outcomes:

- Apply AI to UI/UX design and customer feedback
- Predict feature adoption and satisfaction
- Automate CX testing and improvement

Tools:



Sample Projects:

Flipkart 

Optimize homepage layout using AI heatmaps

 **cleartrip**

Redesign checkout experience using AI journey mapping

 **cult.fit**

Predict feature engagement for app users

zepto

Create GenAI FAQs based on customer feedback

TATA NEU
Shop • Travel • Pay

Automate review analysis and flag issues

COURSE 7

AI & The Future of Work

Understand how AI redefines jobs, teams, and work

Learning Outcomes:

- Assess the impact of AI on workforce roles and structures
- Design AI-enhanced job descriptions and workflows
- Explore human-AI collaboration in business

Tools:



Sample Projects:



Create a framework for AI-augmented roles in IT services



Automate scheduling and task assignment using Reclaim.ai



Use GenAI to generate future-ready job descriptions



Design an AI co-pilot for daily employee productivity



Simulate hybrid workforce models with AI assistants

COURSE 8

AI Strategy for Competitive Advantage

Lead with AI as your strategic differentiator

Learning Outcomes:

- Build a competitive AI roadmap for business innovation
- Analyze AI adoption strategies across industries
- Prioritize AI investments based on ROI

Tools:



Sample Projects:



Develop an AI roadmap to outperform competitors



Map AI innovation across supply chain and R&D



Identify gaps in AI adoption vs. global competitors



Prioritize AI projects with cost-benefit analysis



Build AI advantage through demand sensing models

COURSE 9

Platform Thinking & Data Network Effects

Leverage data platforms for exponential growth

Learning Outcomes:

- Design platform-based business models with AI integration
- Understand data monetization and network effect loops
- Create data governance and trust systems for platforms

Tools:



LangChain



Superset



Sample Projects:



Unlock value from user data using platform APIs



Enhance user engagement using network behavior predictions



Create AI layers to strengthen payment platform stickiness



Automate underwriting on a lending platform using AI



Use network intelligence to optimize delivery density

COURSE 10

Capstone Project – Building AI-Powered Businesses

Solve real industry problems with AI-powered innovation

Learning Outcomes:

- Apply AI tools and frameworks in a real-world enterprise challenge
- Deliver high-impact, measurable outcomes for partner companies
- Present, pitch, and defend AI business solutions to stakeholders

Tools:

 OpenAI  LangChain 

 + a b l e a i  Power BI

Sample Projects:

 asianpaints

AI Strategy
Roadmap for
Supply Chain
Resilience



AI Maturity Model
for Manufacturing
Transformation



Retail Intelligence
Engine Using
Platform Thinking



Hindustan Unilever Limited

GenAI in Market
Entry Strategy for
a New Category



AI Business Model
for Scaling Online
Tutoring in Tier-3
Cities

This MBA redefines what it means to be

BUSINESS-READY **IN THE AI AGE**



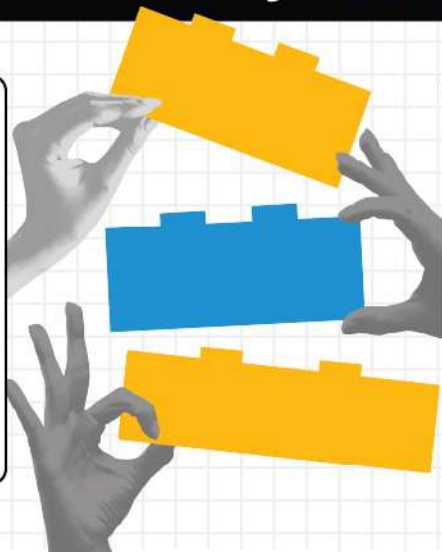
THE MBA THAT BUILDS WHAT OTHERS ONLY TEACH

Over two years, you build and launch a fully operational AI-powered business.

Not hypothetically. Not in theory. But for real.

Students graduate with:

- A fully trained AI workforce you built from scratch
- 30+ strategic AI deployments across live business challenges
- A running business model powered by autonomous agents



And along the way:

- You master strategic thinking through systems building
- Learn through flipped classrooms that replicate real-world execution
- Access a live project bank and get supported through startup incubation



**LET'S TOGETHER BUILD
INDIA'S MOST
FUTURE-DEFINING MBA.**

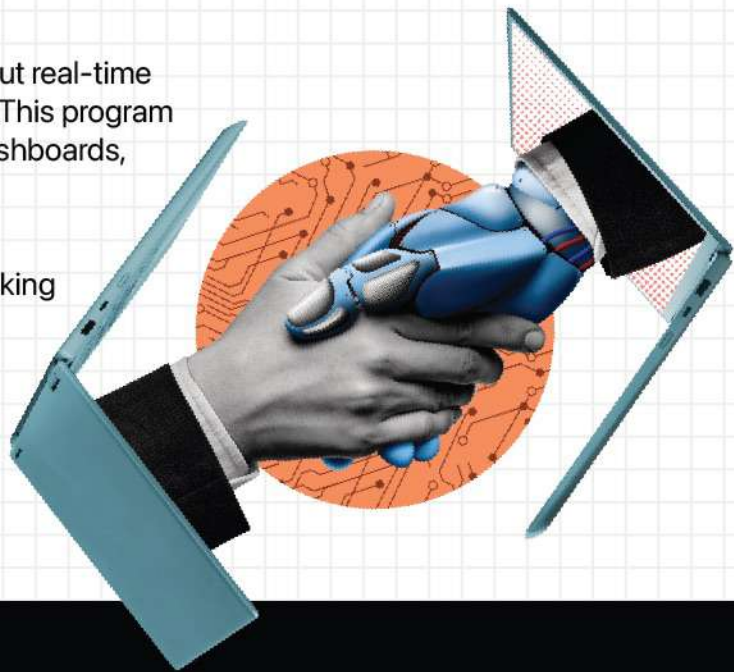
MBA IN **AI-DRIVEN FINANCE**

India's Only MBA Where You Graduate with 2 Years of Hands-On AI Experience

WHY THIS PROGRAM?

Because finance today isn't just about reporting—it's about real-time decisions, predictive insights, and intelligent automation. This program trains you to lead finance in a world run by algorithms, dashboards, and AI-powered systems.

- **70% of CFOs** already use AI to enhance decision-making and forecasting (PwC)
- **Digital finance and automation roles** are growing 2–3x faster than traditional finance roles (LinkedIn Economic Graph)



Outcome:

Future-ready financial leaders with AI fluency, strategic foresight, and a portfolio of intelligent finance systems.

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Our Curriculum

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✗ Corporate Strategy



✓ Scenario Simulators & Decision Bots

✗ Financial Reporting



✓ Real-Time Dashboards & Predictive Models

✗ Business Communication



✓ Generative Content & AI Interaction Design

✗ Case Studies



✓ 30+ AI-Powered Business Deployments

✗ Internships



✓ 2 Years of Live AI Execution

WHAT SETS THIS PROGRAM APART

2 years of applied AI across finance workflows

Part-time, built for working professionals

Launch your own AI-powered financial control system—not just a case study

Graduate with **30+** deployable tools for real business problems

Sample Projects:

A Fortune 500 F&A team: AI-driven variance analysis and automated management reporting

A mid-size MNC: Treasury cashflow simulator with risk alerts

A retail enterprise: Dynamic discounting engine built on predictive sales models

A fintech prototype: No-code credit scoring model using alternate data

A manufacturing firm: Real-time cost center dashboard with AI-led budgeting insights

HOW THE PROGRAM WORKS

Each semester includes:



AI Labs

Build tools using Glide, Bubble, Claude, ChatGPT, Power BI, Midjourney, and more



Live Projects

Solve business problems from real companies (Zomato, Infosys, Unilever)



Mentorship

Faculty + Industry Mentors support your AI build-out



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- **AI Tools for Business Productivity**

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- Marketing Management
- Quantitative Techniques for Business Decisions - II
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- **Data Analytics & Visualization with AI**

Semester III

- Business Research Methods
- Operations Management
- **AI-Led Digital Business Transformation**
- **AI-Powered Marketing & Branding**
- **AI in Product Design & Customer Experience**

Semester IV

- Strategic Management
- **Financial Strategy & Forecasting Using AI**
- **Risk Intelligence & Fraud Detection with ML**
- **Capstone Project - Building AI-Powered Businesses**

COURSE 1

AI Tools for Business Productivity

Automating daily workstreams with intelligence

Learning Outcomes:

- Understand and apply AI tools to boost productivity
- Create intelligent workflows for internal operations
- Automate repetitive business tasks with AI assistants

Tools:



ChatGPT

zapier



Power Automate

Notion AI

make
formerly Integromat

Sample Projects:

Use ChatGPT to auto-summarize meeting notes and action items



Unilever

Create no-code automations for HR onboarding workflows



Z O H O

Build an AI-powered internal knowledge base assistant

TATA CONSULTANCY SERVICES

Implement automated ticket routing using AI agents

Design a self-updating dashboard using Make.com

COURSE 2

Agentic AI & No-Code Business Workflows

Build powerful business processes without writing code

Learning Outcomes:

- Design and deploy agentic AI for operations
- Build and test no-code automations in real environments
- Integrate business logic into intelligent bots

Tools:



ChatGPT



make
formerly Integromat



.bubble



Voiceflow

Sample Projects:



Automate customer feedback loops using no-code bots



Build an internal career coaching agent using agentic AI



Create agentic workflows for seller onboarding



Launch a chatbot for customer policy renewals



Create a virtual financial agent for credit scoring

COURSE 3

Data Analytics & Visualization with AI

Transform data into insight using AI tools

Learning Outcomes:

- Automate dashboard generation using AI
- Identify patterns and trends in real-time business data
- Convert business queries into visual summaries

Tools:



Sample Projects:



Build a weekly performance dashboard across regions



Forecast seasonal sales by product line



Visualize energy and raw material usage trends



Build a customer sentiment dashboard



Use AI to correlate test ride data with sales

COURSE 4

AI-Led Digital Business Transformation

Redesign business models for the AI-first era

Learning Outcomes:

- Evaluate digital readiness of a traditional business
- Recommend AI interventions across departments
- Reimagine value delivery using data and automation

Tools:



Notion AI ✨



Lucidchart

Sample Projects:



Create a roadmap to digitize field sales using AI



Redesign customer support using GenAI



Transform in-store experience with AI kiosks



Build an AI playbook for store analytics



Identify cost-saving AI automations in operations

COURSE 5

AI-Powered Marketing & Branding

Shape brands with personalized, predictive AI

Learning Outcomes:

- Generate brand voice and storytelling with AI
- Track and adapt to real-time brand sentiment
- Develop campaign strategies using consumer AI insights

Tools:



Sample Projects:



Create a roadmap to digitize field sales using AI



Redesign customer support using GenAI



Transform in-store experience with AI kiosks



Build an AI playbook for store analytics

AJIO

Identify cost-saving AI automations in operations

COURSE 6

AI in Product Design & Customer Experience

Create user-first products using intelligent insights

Learning Outcomes:

- Apply AI to UI/UX design and customer feedback
- Predict feature adoption and satisfaction
- Automate CX testing and improvement

Tools:



Sample Projects:

Flipkart 

Optimize homepage layout using AI heatmaps

 **cleartrip**

Redesign checkout experience using AI journey mapping

 **cult.fit**

Predict feature engagement for app users

zepto

Create GenAI FAQs based on customer feedback

TATA NEU
Shop • Travel • Pay

Automate review analysis and flag issues

COURSE 7

AI & The Future of Work

Understand how AI redefines jobs, teams, and work

Learning Outcomes:

- Assess the impact of AI on workforce roles and structures
- Design AI-enhanced job descriptions and workflows
- Explore human-AI collaboration in business

Tools:



Sample Projects:



Create a framework for AI-augmented roles in IT services



Automate scheduling and task assignment using Reclaim.ai



Use GenAI to generate future-ready job descriptions



Design an AI co-pilot for daily employee productivity



Simulate hybrid workforce models with AI assistants

COURSE 8

Financial Strategy & Forecasting Using AI

Plan the future of finance with intelligent forecasting

Learning Outcomes:

- Forecast key financial indicators using ML
- Build real-time dashboards for finance teams
- Create scenario-based financial models

Tools:



Sample Projects:



Forecast quarterly revenue based on sales data



Simulate equity market trends and investment triggers



Predict pricing sensitivity and cost fluctuations



Develop AI-based financial planning tools



Build credit risk forecasting models

COURSE 9


Risk Intelligence & Fraud Detection with ML

Uncover risk and fraud patterns with machine learning

Learning Outcomes:

- Detect fraud patterns using AI models
- Build early warning systems for risk alerts
- Analyze behavioral data for anomaly detection

Tools:

 python™ (PyOD, Isolation Forest)

 Power BI

 ChatGPT

Sample Projects:



Build a fraud scoring system for high-value transactions



Detect abnormal app usage patterns using anomaly detection



Create a predictive NPA (Non-performing asset) risk model



Build ML-powered fraud detection for credit card usage



Implement real-time anomaly alerts for payment processing

COURSE 10

Capstone Project – Building AI-Powered Businesses

Solve real industry problems with AI-powered innovation

Learning Outcomes:

- Apply AI tools and frameworks in a real-world enterprise challenge
- Deliver high-impact, measurable outcomes for partner companies
- Present, pitch, and defend AI business solutions to stakeholders

Tools:

 OpenAI  LangChain 

 + a b l e a u  Power BI

Sample Projects:



AI-Driven Credit
Scoring System for
Tier-2 Customers



Portfolio Advisory
Chatbot Using
Agentic AI



Revenue
Forecasting Engine
for MSME Lending



Real-Time Fraud
Detection
Dashboard



AI-Enhanced
Investor Reporting
Automation

This MBA redefines what it means to be

FINANCE-READY IN THE AI AGE



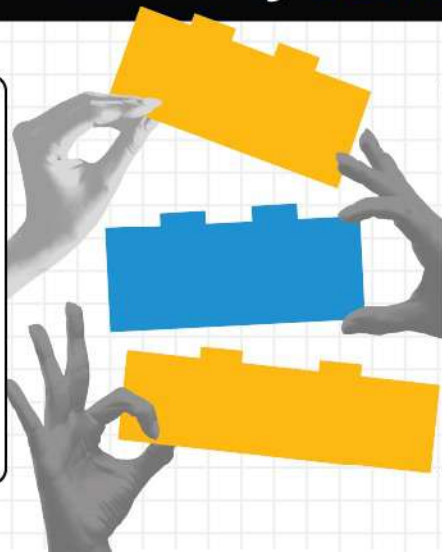
THE MBA THAT BUILDS WHAT OTHERS ONLY TEACH

Over two years, you don't just learn financial strategy.

Not hypothetically. Not in theory. But for real.

Students graduate with:

- A fully functioning AI-finance tool suite, built from scratch
- 30+ solutions across FP&A, treasury, risk, compliance, audit, and more
- A finance automation framework that runs without code



And along the way:

- You master financial transformation through intelligent systems
- Learn via flipped classrooms and decision simulations
- Access a project bank of finance use-cases and pitch your own automation startup

A photograph of two graduates in black caps and gowns walking away from the camera down a long, narrow tunnel. The tunnel is illuminated with numerous small, warm-toned lights that create a bokeh effect in the background. The floor is reflective, showing the lights and the figures of the graduates. The overall mood is celebratory and forward-looking.

**LET'S TOGETHER BUILD
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MBA IN AI-DRIVEN MARKETING

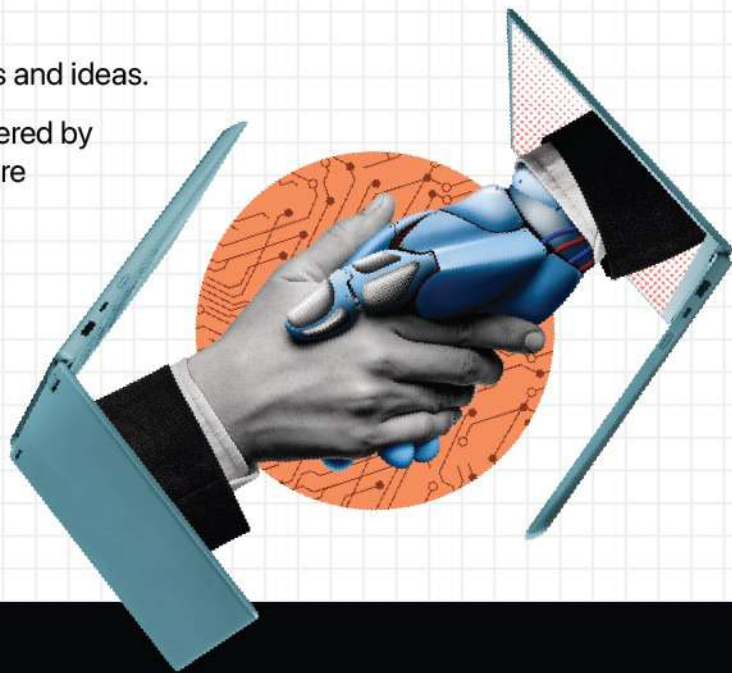
India's Only MBA Where You Graduate with 2 Years of Hands-On AI Experience

WHY THIS PROGRAM?

Because modern marketing demands more than instincts and ideas.

This program trains you to lead marketing in a world powered by AI—where customer journeys are predicted, campaigns are automated, and platforms adapt in real time.

- **80%** of CMOs say AI is critical to personalization at scale (**Salesforce State of Marketing Report**)
- Marketing roles involving AI, data, and automation are growing 2–3x faster than traditional roles (**LinkedIn Economic Graph**)



Outcome:

Future-ready marketers with AI fluency, growth strategy expertise, and a portfolio of 30+ intelligent AI systems.

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✓ 2 Years of Live AI Execution

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2 years of applied AI in business execution

Part-time, designed for working professionals and growth leaders

Launch an AI-powered brand lab, not just a project

Graduate with **30+** deployable AI tools

Sample Projects:

Zomato: An AI-powered CX bot that personalizes support and drives upsell across customer segments

Tata Consumer: Predictive demand engine that aligns inventory with seasonal marketing campaigns

Swiggy: Real-time campaign optimizer using agentic AI to adjust offers and targeting in-flight

A D2C Apparel Brand: Dynamic pricing system responsive to competitor actions and audience behavior

An EdTech Startup: Recommendation engine that personalizes marketing journeys based on user interaction

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Each semester includes:



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Live Projects

Solve business problems from real companies (Zomato, Infosys, Unilever)



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- **AI in Product Design & Customer Experience**

Semester IV

- Strategic Management
- **AI for Content Strategy & Social Media Campaigns**
- **Performance Marketing with AI Optimization**
- **Capstone Project - Building AI-Powered Businesses**

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.bubble



Voiceflow

Sample Projects:



Automate customer feedback loops using no-code bots



Build an internal career coaching agent using agentic AI



Create agentic workflows for seller onboarding



Launch a chatbot for customer policy renewals



Create a virtual financial agent for credit scoring

COURSE 3

Data Analytics & Visualization with AI

Transform data into insight using AI tools

Learning Outcomes:

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- Identify patterns and trends in real-time business data
- Convert business queries into visual summaries

Tools:



Sample Projects:



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Forecast seasonal sales by product line



Visualize energy and raw material usage trends



Build a customer sentiment dashboard



Use AI to correlate test ride data with sales

COURSE 4

AI-Led Digital Business Transformation

Redesign business models for the AI-first era

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Tools:



Notion AI ✨



Lucidchart

Sample Projects:



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Redesign customer support using GenAI



Transform in-store experience with AI kiosks



Build an AI playbook for store analytics



Identify cost-saving AI automations in operations

COURSE 5

AI-Powered Marketing & Branding

Shape brands with personalized, predictive AI

Learning Outcomes:

- Generate brand voice and storytelling with AI
- Track and adapt to real-time brand sentiment
- Develop campaign strategies using consumer AI insights

Tools:



BRAND MARK



Sample Projects:



Create a roadmap to digitize field sales using AI



Redesign customer support using GenAI



Transform in-store experience with AI kiosks



Build an AI playbook for store analytics

AJIO

Identify cost-saving AI automations in operations

COURSE 6

AI in Product Design & Customer Experience

Create user-first products using intelligent insights

Learning Outcomes:

- Apply AI to UI/UX design and customer feedback
- Predict feature adoption and satisfaction
- Automate CX testing and improvement

Tools:



Sample Projects:

Flipkart 

Optimize homepage layout using AI heatmaps

 **cleartrip**

Redesign checkout experience using AI journey mapping

 **cult.fit**

Predict feature engagement for app users

zepto

Create GenAI FAQs based on customer feedback

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Learning Outcomes:

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Tools:



Sample Projects:



Create a framework for AI-augmented roles in IT services



Automate scheduling and task assignment using Reclaim.ai



Use GenAI to generate future-ready job descriptions



Design an AI co-pilot for daily employee productivity



Simulate hybrid workforce models with AI assistants

COURSE 8

AI for Content Strategy & Social Media Campaigns

Create and deploy AI-optimized content campaigns

Learning Outcomes:

- Generate and schedule content using GenAI
- Analyze campaign sentiment and performance
- Personalize social strategies using AI insights

Tools:



Sample Projects:



Generate 30-day content calendar for Instagram with GenAI



Run AI-powered sentiment analysis on influencer campaigns



Test GenAI-based push notifications for user re-engagement



Automate campaign performance tracking



Build personalized ad captions using AI

COURSE 9

Performance Marketing with AI Optimization

Maximize ROI with AI-powered ad targeting

Learning Outcomes:

- Optimize ad campaigns using real-time analytics
- Personalize offers and bidding strategies with AI
- Automate campaign A/B testing with AI feedback

Tools:

 Google AI  Meta

 Rephrase.ai  AdCreative.ai

Sample Projects:



Optimize ad spend by location, time, and cuisine



Build dynamic ad creatives using AI for multiple cities



Personalize ad messaging based on customer data



Predict high-conversion ad timing using AI



Automate campaign testing for festive discounts

COURSE 10

Capstone Project – Building AI-Powered Businesses

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Tools:

 OpenAI  LangChain 

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Sample Projects:



Hyper-Personalized
Campaigns Using
GenAI & AI
Analytics



AI-Based Dynamic
Menu and Offer
Engine



AI Content Studio
for Influencer
Campaigns



Real-Time Trend
Prediction
Dashboard for
Merchandising



STARBUCKS[®]
Multilingual
GenAI Campaign
Localisation

This MBA redefines what it means to be

MARKETING-READY IN THE AI AGE



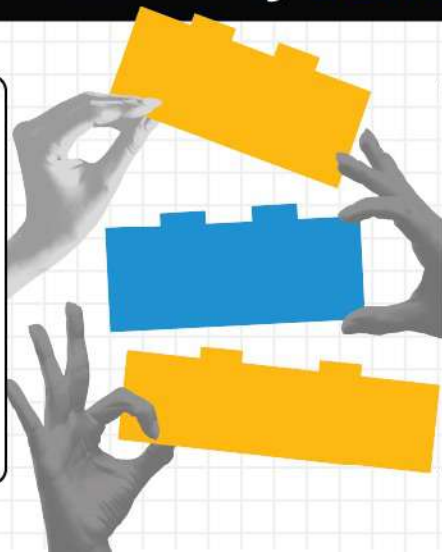
THE MBA THAT BUILDS WHAT OTHERS ONLY BRAND

Over two years, you build and launch a fully operational AI-powered brand lab.

Not hypothetically. Not in theory. But for real.

Students graduate with:

- A fully trained AI-powered marketing engine you build from scratch
- 30+ strategic AI deployments across customer journeys, campaigns, and martech stacks
- A running brand strategy powered by real-time systems and automation



And along the way:

- You master growth strategy through systems thinking
- Learn through flipped classrooms designed for execution, not explanation
- Access a live campaign bank and get supported through a brand lab incubator

A photograph of two graduates in black caps and gowns walking away from the camera down a long, narrow tunnel. The tunnel is illuminated with blue lights, creating a bokeh effect in the background. The graduates are holding hands. The overall mood is celebratory and forward-looking.

**LET'S TOGETHER BUILD
INDIA'S MOST
FUTURE-DEFINING MBA.**