



CENTRE FOR
EXECUTIVE AND
PROFESSIONAL
DEVELOPMENT

masai®

EXECUTIVE PROGRAMME IN AI-DRIVEN LEADERSHIP & DECISION MAKING

FROM BITS SCHOOL OF MANAGEMENT

About BITSoM

BITSoM (BITS School of Management), an integral part of the esteemed BITS Pilani legacy, stands as a beacon of excellence in business education. Located in the Mumbai Metropolitan Region, BITSoM offers a transformative learning experience driven by world-class faculty who bring expertise from top global institutions like Harvard, Wharton, NYU Stern, and SMU Singapore. With a foundation in entrepreneurial spirit and academic rigor, BITSoM nurtures future leaders equipped to excel in an ever-changing global business landscape.



Why Choose This Course?

- **BITSoM pedigree and executive network:** Learn from BITSoM's distinguished faculty and industry leaders while building a high calibre peer network of ambitious professionals.
- **AI led, leadership first design:** Focus on decisions, strategy, and impact, not coding, so you can confidently lead AI initiatives without being a technical expert.
- **Blended learning for working professionals:** 6 month flexible format with live online classes, self paced work, and high touch interactions designed to fit into a busy schedule.
- **Immersive on campus experience:** Deep dive into Generative AI and agentic workflows during a focused campus immersion at BITSoM.
- **Capstone on a real business problem:** Apply your learning to a real world challenge from your context and walk away with an executive ready AI business case.
- **BITSoM Executive Alumni status:** Earn a prestigious credential and join BITSoM's growing executive alumni network for long term career leverage.

What Will You Learn?

This 6-month online certification is designed for mid-level managers, aspiring leaders, and experienced professionals seeking to lead effectively in the AI era. The program provides a strategic, non-technical understanding of AI, enabling participants to identify business opportunities, evaluate AI solutions, and guide teams through transformation. Through a practical, case-based learning approach and real-world examples across healthcare, telecom, retail, manufacturing, and other sectors, the course highlights how AI can drive innovation, efficiency, and sustainable growth.

Toolkit



Course Details

Course Duration

6 Months

Time Commitment

3 hours per week

Certification

From BITS School of Management

Course Curriculum

Module 1: AI Foundations for Leaders

- Understanding the AI Landscape: High-level overview of Machine Learning, Deep Learning, Generative AI, Agentic AI; Data Science Life Cycle
- The Business Value of AI: Revenue growth, cost reduction, customer experience improvement; measuring productivity gains and AI adoption across the organization
- Data as a Strategic Asset: Data quality and availability for ML projects; data collection as investment; data-driven decision making; data strategy (data warehouse, data lake, data mesh, data lakehouse) and when to use each
- Case Study Exploration: Foundational AI success stories and failures across industries; strategic decisions behind outcomes

Module 2: Applied AI in Business Decisions

- Supervised Learning: Intro to Regression and Classification models; business use cases (e.g., sales, stock prices, churn, fraud); computer vision concepts (classification, object detection, segmentation)
- Unsupervised Learning: Clustering and Anomaly Detection for pattern discovery (e.g., segmentation, unusual activity); semi-supervised approaches
- Reinforcement Learning: What RL is, when to use it, and core concepts: agent, environment, states, reward, penalty, policy
- Recommendation Systems: Data filtering techniques including collaborative filtering, content-based, and hybrid approaches
- Evaluating Model Performance: Leader's guide to accuracy, precision, recall; monitoring and observability beyond evaluation
- Practical AI use cases: Telecom, Healthcare, Supply Chain, etc

Module 3: Leading AI Initiatives: Strategy, Ethics and Governance

- Building an AI Roadmap: AI implementation/adoption strategy; project prioritization; resource allocation; MLOps, AI maturity, path to AI-first organization, Build vs Buy and scaling to ROI
- Navigating the Human-AI Teaming Model: Workforce training and collaboration strategies for AI tools, including Generative AI and Agentic AI
- Ethical AI and Responsible Use: Bias, privacy, transparency, governance for responsible AI; excerpts from GDPR, DPDP Act, EU AI Act; Explainable AI
- Change Management and Communication: Leading AI initiatives, overcoming resistance, and building a data-driven culture by communicating the “why”
- Practical case study of driving Responsible AI in an organization

Module 4: Campus Immersion – Gen AI and Agentic AI

- Gen AI concepts and use cases: Transformers, GPT, LLMs, Prompt Engineering, RAG, Fine Tuning, LLM Observability
- Strategic MLOps and LLMOps
- Agentic workflows and Multi agent systems
- Enterprise AI: Document and database search using Gen AI; challenges and strategic decisions
- Build vs Buy strategic decision and scale to ROI
- Building AI agents (practice session)

Module 5: Capstone Project: Bringing It All Together

- Problem Identification: Define a clear, high-impact business problem to solve with AI
- Solution Design: Outline an AI strategy and implementation plan
- Business Case Creation: Develop a compelling stakeholder presentation for buy-in and resources

Instructor & Industry Experts



Dr. Saravanan Kesavan
Dean and Professor of Operations, BITSOM

Dr. Saravanan Kesavan brings 16 years of distinguished experience from UNC Chapel Hill, where he served as Associate Dean at the Kenan Flagler Business School. A highly decorated educator, he has won the MBA All Star Teaching Award 14 times and the Weatherspoon Award for Excellence in Teaching. His research is featured in top journals and global media, including Management Science, The New York Times, The Economist, and Forbes. Dr. Kesavan holds a doctorate from Harvard Business School and a B.Tech from IIT Madras.



Prof. Daniel Corsten
Professor, Department of Technology & Operations, IE Business School

Daniel Corsten is a Professor of Technology and Operations at IE Business School and has previously served at INSEAD, Wharton, and London Business School. He has collaborated with more than twenty Fortune 500 companies across ten countries, advising major global corporations and startups. Daniel leads a major multi year big data project for a global CPG company, analyzing shopper and retailer behavior across multiple markets. He is a frequent keynote speaker and co founder of the annual Everywhere Store Conference in New York. As an award winning educator, he teaches strategy, operations, scaling, and digital management and mentors startups through the IE Venture Lab. He has published more than one hundred and fifty scholarly and managerial works, with research featured in top journals and cited thousands of times.



Prof. Shankar Prakash
Adjunct Professor, IIM Udaipur

Prof. Shankar Prakash brings over 20 years of industry experience in IT operations, digital transformation, and service automation. He is a seasoned AI and IoT educator at IIM Udaipur, focusing on how neural networks can drive insights in fintech, investor communication, and capital markets. He holds an MBA from ISB Hyderabad and is pursuing an Executive Fellowship at ISB while mentoring student teams and corporate professionals. He was felicitated by the Deputy Governor of the RBI for his mentorship during an RBI sponsored global hackathon.



Dr. Sunil Kumar Vuppala
Vice President of AI Labs, Aurigo




Dr. Sunil Kumar Vuppala is a highly analytical professional with more than twenty years of industrial and research experience in AI, machine learning, IoT, automation, and analytics. He has led major data science teams across domains including telecom, healthcare, smart grids, manufacturing, and BFSI. Currently serving as Vice President of AI Labs at Aurigo, he previously worked with Oracle, Infosys R and D, Philips, and Ericsson. He has authored more than thirty papers, delivered more than one hundred talks, and holds more than forty patents. Recognized with multiple national and international awards, he is also a senior member of ACM and IEEE and a fellow of IETE and IEI. Dr. Sunil is a visiting faculty member at top institutions and an alumnus of IIT Roorkee, IIT Bangalore, IIM Ahmedabad, and NLSIU Bangalore.



Prof. Meenakshi Balakrishna
Assistant Professor of Marketing, BITSOM

Dr. Meenakshi Balakrishna holds a Ph.D. in Quantitative Marketing from UC San Diego's Rady School of Management, specializing in causal inference, time series analysis, and machine learning. Her research spans consumer behavior, policy impact, and market compliance, with publications in leading journals such as the Journal of Empirical Legal Studies. Before academia, she drove key analytics and merchandising initiatives at Target Corporation, Bengaluru. At BITSOM, she brings her expertise to teach machine learning with a strong focus on practical, data driven decision making.

Admission Process

- **Submit Application**
Complete application form to showcase your motivation and goals
- **Complete Counselling**
Only shortlisted candidates go through the counselling process
- **Start Learning**
Learn from India's top educators and stand out from the crowd

Fees Structure

Application Fee (Non-Refundable)	₹499
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	Option 1	Option 2
	Upfront	EMI (Through our NBFC partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
1st Installment (Non-Refundable)	₹50,000	₹14,258 x 12 months
2nd Installment (Non-Refundable)	₹95,000	
Total (Non-Refundable)	₹1,49,000*	₹1,75,096*

*GST at 18% extra, as applicable



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