BITSoM

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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

python™ pandas

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 (6 Weeks)

This module provides a non technical introduction to the core concepts of AI. You will gain the foundational knowledge to speak confidently about the capabilities and limitations of AI. The focus is on understanding the "what" and the "why" of AI from a business standpoint, preparing you to identify opportunities within your own organisation

- Understanding the AI Landscape: A high-level overview of key AI concepts like Machine Learning (predictive models), Deep Learning, Generative AI, and Agentic AI – when to use what AI type? and Data Science Life cycle
- The Business Value of AI: Identifying and articulating the potential for AI to drive revenue, reduce costs, and improve customer experience – How do you measure the productivity gain and AI adoption across the organization
- Data as a Strategic Asset: How to assess the quality and availability of data needed for a successful ML project and the importance of data collection as an investment; Data driven decision making; Data strategy – data warehouse, data lake, data mesh, data lakehouse – when to use what strategy?
- Case Study Exploration: An analysis of foundational AI success stories and failures in various industries, focusing on the strategic decisions that led to their outcomes

Module 2: Applied AI in Business Decisions (6 Weeks)

This module moves from theory to practical application. It provides a practical, non technical overview of common machine learning and deep learning approaches and their business applications. The focus is on understanding the types of problems each model solves, the data they require, and how to interpret their results to inform strategic decisions. Case studies are used to illustrate how to develop a compelling business case for an AI initiative. The module also reviews publicly available examples from companies in diverse industries such as healthcare, telecom, retail, fintech, and supply chain.

- Supervised Learning for Prediction: An introduction to models like Regression (predicting sales or stock prices) and Classification (predicting customer churn or fraud). Covers computer vision (classification, object detection and segmentation) aspects. We will explore how these models are used to answer questions about "how much?" or "which category?"
- Unsupervised Learning for Insights: Understanding how Clustering and Anomaly Detection models can be used to uncover patterns in data, such as customer segmentation or identifying unusual network activity. Semi-supervised approaches
- Reinforcement Learning concept with case studies: How RL works and when to use RL? Understanding the concepts of agent, environment, states, reward, penalty mechanism and learning policy.
- Recommendation Systems covering data filtering techniques such as collaborative filtering, content based and hybrid approaches
- Evaluating Model Performance: A leader's guide to understanding key performance metrics (e.g., accuracy, precision, recall) without getting into the underlying mathematics, Monitoring and Observability beyond evaluation
- Practical AI use cases covering Supervised, unsupervised, reinforcement learning:
  - Telecom – anomaly detection, churn prediction (sales), Traffic balancing classification use cases
  - Healthcare – bone age prediction, image classification, detection and segmentation example, customer service, Edge AI
  - Personalized recommendations in FinTech, e-commerce and Learning & Development
  - AI for supply chain – demand and supply forecasting (predictions), warehouse automation (autonomous cars, RL based path planning)

Module 3: Leading AI Initiatives: Strategy, Ethics, and Governance (6 Weeks)

This module equips you with the leadership skills needed to implement and scale AI projects successfully. We'll focus on the strategic planning, change management, and governance frameworks that ensure your AI initiatives deliver sustainable, ethical value and are adopted effectively by your team.

- Building an AI Roadmap: Creating a strategic plan for AI implementation / adoption, prioritizing projects based on business impact, and allocating resources effectively, MLOps, AI maturity of the organization, Path to become AI-first organization, Build vs Buy decision making and Scale to RoI
- Navigating the Human-AI Teaming Model: Strategies for training and motivating your workforce to collaborate effectively with AI tools, specifically addressing the rise of Generative and Agentic AI
- Ethical AI and Responsible Use: Understanding the ethical considerations of AI, including bias, privacy, and transparency, and how to establish a governance framework for responsible AI use, excerpts from General Data Protection Regulation (GDPR) act, The Digital Personal Data Protection (DPDP) Act, EU AI Act for example, Explainable AI
- Change Management and Communication: How to champion and lead AI initiatives, overcome resistance, and foster a data-driven culture by communicating the "why" behind the change
- Practical case study of driving Responsible AI in an organization

Module 4: Campus Immersion: GenAI and Agentic AI (3 Days)

The objective of campus immersion is to cover more concepts and use cases of Generative AI and Agentic AI. Kickoff for capstone project.

- Gen AI deep dive – Transformers, GPT, LLMs, Prompt engineering, RAG, Fine Tuning, and LLM Observability
- Gen AI use cases
- Strategic MLOps and LLMOps
- Agentic workflows
- Multi agent systems
- Enterprise AI – development of 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 (4 Weeks)

The culmination of your learning. In this final module, you will apply all the frameworks and strategies from the course to a real-world problem. You will select a challenge within your own industry, develop an AI-powered solution, and present a strategic plan to key stakeholders. This is your opportunity to build a portfolio-worthy project that showcases your leadership skills.

- Problem Identification: Defining a clear, high-impact problem to solve with AI
- Solution Design: Outlining an AI strategy and implementation plan
- Business Case Creation: Developing a compelling presentation to gain buy-in and resources for your project

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, IIIT 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)	**₹100**

	Option 1	Option 2
	Upfront	**EMI** (Through our NBFC partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Remaining Course Fee (Non-Refundable)	₹1,46,000	₹14,357 x 12 months
Total Program Fee	₹1,50,000*	₹1,76,284*

*GST at 18% extra, as applicable

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