



Become the *AI-fluent* business leader your organisation needs

Online PGP in AI-Powered Business Management by BITSOM Mumbai



BITSOM • COHORT 2026

THE PROMISE

How You'll Evolve As A Leader

Not just a certificate on a shelf but a portfolio, a vocabulary and a leadership posture. Four capability shifts that change how your organisation sees you.



AI Execution Fluency

Run your work through AI.
Automate reporting. Enhance analysis daily.



Strategic Business Thinking

Use MECE frameworks, unit economics and cross-functional strategy.



AI Transformation Leadership

Design workflows. Lead adoption.
Build transformation roadmaps.



Executive Communication

Write board-ready memos.
Present with clarity and authority.

PEDAGOGY

How You Learn



Real World Projects

Solve actual business challenges



CXO-Led Sessions

Learn from industry leaders



AI-First Curriculum

Built for the AI era



Case-Based Learning

Analyse real business scenarios



Hands-On Execution

Build practical skills

CAREER PATHWAYS

See Where This Programme Takes You

Designed for where you are right now. Four specialised pathways, each built for your exact background, ambition, and career inflection point.

Mid-Career Tech

3+ years

Mid-Career Non Tech

3+ years

Senior Tech Leader

10+ years

Senior Business Leader

10+ years



MID-CAREER TECH 3+ YEARS

Mid-Career Tech Professional

- Software Engineer, Tech Lead, Engineering Manager, Senior Developer, Technical Architect
- 3+ years building products, leading small teams (5-15 people), shipping code
- Strong technical skills, some team leadership, focused on delivery and execution

But...

- Want to move beyond coding
- Need business context to influence decisions
- Feel stuck at the *“senior engineer”* ceiling

GOAL

Transition into AI Product, TPM or Engineering Leadership roles with business fluency

Foundation

WEEKS 1-10 · ACCELERATED FOR YOU

YOU WILL BE ABLE TO

Apply AI beyond code — strategy, research, business communication

WHAT YOU ALREADY KNOW

- ✓ How AI/ML models work
- ✓ System architecture and design
- ✓ Technical problem-solving
- ✓ Code evaluation and review

WHAT'S NEW FOR YOU

- F1-F2: AI from business lens, not just implementation
- F3: AI for strategic research (not just documentation)
- F4: Agentic AI at enterprise scale
- F5: Governance from product/business view

WHAT'S NEW FOR YOU

- From "How do I build this?" to "Should we build this?"
- Use AI for business thinking, not just coding

Core Business Modules

WEEKS 1-10 · ACCELERATED FOR YOU

YOU WILL BE ABLE TO

Speak business language, influence product decisions, lead cross-functionally

WHAT YOU'LL MASTER

- C1: Strategy frameworks (your missing piece)
- C2: Finance & unit economics (quantify business value)
- C3: Marketing & growth (understand your users)
- C4: Operations (where your code runs)
- C5: People & teams (lead without just coding)
- C6: Product thinking (your career pivot)

YOUR SHIFT

- From "Ship features" to "Ship business value"
- From team lead to cross-functional leader
- From implementation to strategy

YOUR PROJECTS

- Rameshwaram Café: Business strategy (not architecture)
- Mamaearth: Growth strategy (not just product)
- Urban Company: Operations + tech integration

TOOLS YOU'LL USE

COPILOT-IN-EXCEL

POWER BI

MECE & 2x2 FRAMEWORKS

NOTION

AI AS THINKING PARTNER

Industry Readiness

WEEKS 27-40 · YOUR ADVANTAGE

YOU WILL BE ABLE TO

Lead AI products, drive transformation, influence at exec level

WHAT YOU'LL MASTER

- I1: AI Product Management (your sweet spot)
- I2: AI Transformation (tech + people + process)
- I3: AI Strategy & build-vs-buy decisions
- I4: AI Governance (beyond security)
- I5: AI Operations architecture
- I6: Executive communication (your gap)

YOUR UNIQUE VALUE

- You know what's technically feasible
- You can evaluate AI products deeply
- Now you can defend ROI and business value
- You speak both tech AND business

YOUR PROJECTS

- Zomato/Cred AI: Product teardown (your advantage)
- Transformation Plan: Tech + business integration

TOOLS YOU'LL USE

PRD TEMPLATES

EVAL FRAMEWORKS

BUILD-VS-BUY MATRICES

EXEC MEMO FRAMEWORKS

CAREER TRAJECTORY POST PROGRAMME

- *AI Product / Business Leader*
- *Technical Program Manager*
- *AI Product / Business Leader*

MID-CAREER NON-TECH 3+ YEARS

Mid-Career Non-Tech Professional

- Manager 4–10 years, Marketing, Operations, HR, Finance, Sales, Admin
- 3+ years building products, leading small teams (5–15 people), shipping code
- Managing teams, executing functional responsibilities, excel-heavy workflows

But...

- AI feels overwhelming
- Stuck in execution mode
- Need business fluency to move up

GOAL

Become an AI-literate business leader ready for cross-functional leadership roles

Foundation

WEEKS 1–10

YOU WILL BE ABLE TO

Execute your weekly work through AI — research, analysis, reporting, decision-making

WHAT YOU'LL LEARN

- F1: AI fundamentals without technical jargon
- F2: Prompting for your daily work (memos, briefs, analysis)
- F3: Research that used to take days now takes hours
- F4: Automate repetitive workflows in your function
- F5: AI ethics and governance basics

YOUR PROJECTS

- AI Briefing for CEO: Analyse any Indian company's AI readiness
- Personal AI Stack: Your work redesigned with AI

TOOLS YOU'LL USE

CHATGPT

CLAUDE

PERPLEXITY

NOTEBOOKLM

MICROSOFT COPILOT

Core Business Modules

WEEKS 11-26

YOU WILL BE ABLE TO

Lead cross-functional initiatives with business fluency + AI integration

WHAT YOU'LL LEARN

- C1: Strategy & structured thinking (MECE, frameworks)
- C2: Finance & unit economics (read P&Ls, build forecasts)
- C3: Marketing & growth (STP, funnels, AI campaigns)
- C4: Operations & process excellence (AI agents)
- C5: People & teams (change leadership)
- C6: Product & data strategy (AI-first models)

YOUR PROJECTS

- Rameshwaram Café: Strategy diagnosis
- Mamaearth: 360° growth audit
- Urban Company: AI operations review

TOOLS YOU'LL USE

COPILOT-IN-EXCEL

POWER BI

NOTION

AI AS STRATEGIC THINKING PARTNER

Industry Readiness

WEEKS 27-40

YOU WILL BE ABLE TO

Lead AI strategy, drive transformation, present to boards

WHAT YOU'LL MASTER

- I1: AI Product Management
- I2: AI Transformation & Change Leadership
- I3: AI Strategy & Portfolio Prioritization
- I4: AI Governance & Risk Management
- I5: AI Operations & Agentic Workflow Design
- I6: Board-Ready Communication

YOUR PROJECTS

- Zomato/Cred AI: Product teardown
- Enterprise AI Plan: Transformation roadmap
- Capstone: AI strategy for your org

TOOLS YOU'LL USE

MIRO

N8N / ZAPIER

EXECUTIVE MEMO & DECK FRAMEWORKS

TRANSFORMATION ROADMAP TOOLS

CAREER TRAJECTORY POST PROGRAMME

- *Vertical Growth in Your Function*
- *Adjacent Pivots*
- *Strategic Leadership Track*

SENIOR TECH LEADER 10+ YEARS

Senior Tech Manager (10+ years)

- Engineering Manager · Tech Lead · Architect · VP Engineering
- 10–15+ years leading technical teams, shipping large systems
- Technical leadership, architecture, delivery at scale

But...

- Stuck in execution
- Want the CTO / CXO track
- Need business fluency for the C-suite

GOAL

From "building with tech" to "leading with tech + business strategy"

Foundation

WEEKS 1–10 · ACCELERATED

YOU WILL BE ABLE TO

Apply AI beyond code — strategic thinking, research, executive communication

WHAT'S NEW FOR YOU

- How LLMs work technically
- AI / ML fundamentals
- System architecture thinking

WHAT'S NEW FOR YOU

- F1: AI from a business lens (not engineering)
- F2-F3: AI for strategy & executive memos (not coding)
- F4: Agentic AI at enterprise scale
- F5: Governance from a leadership perspective

YOUR FOCUS

- "How do I build this?" → "Should we build this?"
- AI as a lever for org strategy, not just an engineering problem

Core Business Modules

WEEKS 11-26 · EXPANSION FOR YOU

YOU WILL BE ABLE TO

Lead business conversations as an equal partner, not just "the tech guy"

WHAT YOU'LL MASTER

- C1: Strategy frameworks (your missing piece)
- C2: Finance & unit economics (P&L, forecasts)
- C3: Marketing & growth (STP, CAC-LTV)
- C4: Operations excellence
- C5: People & change leadership
- C6: Product + AI-first business models (you excel here)

YOUR PROJECTS

- Rameshwaram Café: Business strategy (not tech)
- Mamaearth: Cross-functional growth plan
- Urban Company: Operations + tech synergy

TOOLS YOU'LL USE

COPILOT-IN-EXCEL (FINANCIAL MODELLING)

POWER BI (EXEC DASHBOARDS)

MECE & 2*2 FRAMEWORKS

Industry Readiness

WEEKS 27-40 · CXO PREPARATION

YOU WILL BE ABLE TO

Shape organisational AI strategy, lead transformation, present to boards

WHAT YOU'LL MASTER

- I1: AI Product at scale (beyond feature delivery)
- I2: Enterprise AI Transformation
- I3: AI Strategy & Portfolio (build vs buy)
- I4: AI Governance & Risk (board-level)
- I5: AI Operations architecture
- I6: Board communication (your gap)

YOUR ADVANTAGE

- You know what's technically feasible
- You can defend ROI and business value
- You speak both languages fluently

YOUR PROJECTS

- Zomato/Cred AI: Product + business lens
- Transformation Plan: Tech + strategy integration

TOOLS YOU'LL USE

BOARD MEMO FRAMEWORKS

OKR + PORTFOLIO TOOLING

AI GOVERNANCE TEMPLATES

CAREER TRAJECTORY POST PROGRAMME

- *CTO / VP Engineering Track*
- *Chief AI Officer / CDO Track*
- *Business Unit Leader / GM*

SENIOR BUSINESS LEADER 10+ YEARS

Senior Non-Tech Leader (10+ years)

- Head of Marketing · VP Operations · Finance Director · HR Head · Sales Director
- 10–15+ years running a function, managing P&L, shaping org strategy
- Functional leadership, P&L ownership, board exposure

But...

- AI feels like a threat
- Losing board credibility
- Need AI fluency for CXO roles

GOAL

Functional Head → CXO / Business Unit Head with AI-first strategic capability

Foundation

WEEKS 1–10

YOU WILL BE ABLE TO

Speak credibly about AI in board meetings and influence AI strategy

WHAT YOU'LL GAIN

- F1: AI fundamentals for executives (not engineers)
- F2-F3: AI for strategic research and executive memos
- F4: Agentic AI at enterprise scale
- F5: AI governance and risk (board-level)

YOUR ADVANTAGE

- Deep business knowledge
- You understand organisational dynamics
- You have executive presence — now add AI fluency

YOUR FOCUS

- AI for strategic thinking, not just execution
- Board-ready AI understanding

Core Business Modules

WEEKS 11–26 · EXPANSION FOR YOU

YOU WILL BE ABLE TO

Lead across functions and integrate AI into enterprise-wide strategy

WHAT YOU'LL MASTER

- C1: Strategy at enterprise level (beyond your function)
- C2: Finance for P&L owners (your strength)
- C3: Marketing beyond traditional approaches
- C4: Operations with an AI transformation lens
- C5: People & change at scale
- C6: Product thinking (your gap)

YOUR SHIFT

- Functional excellence → cross-functional leadership
- Managing your domain → shaping enterprise strategy
- Board attendee → board influencer

YOUR PROJECTS

- Rameshwaram Café: Enterprise strategy diagnosis
- Mamaearth: Cross-functional growth strategy
- Urban Company: AI-enabled operating model

TOOLS YOU'LL USE

POWER BI

MIRO

SCENARIO PLANNING TEMPLATES

AI AS THINKING PARTNER

Industry Readiness

WEEKS 27-40 · C-SUITE PREPARATION

YOU WILL BE ABLE TO

Own enterprise AI strategy, lead transformation, influence boards

WHAT YOU'LL MASTER

- I1: AI Product strategy (understand tech partners)
- I2: Enterprise AI Transformation (your sweet spot)
- I3: AI Strategy & Portfolio at board level
- I4: AI Governance for audit committees
- I5: AI Operations architecture
- I6: Board influence & investor communication

YOUR UNIQUE VALUE

- Deep business context + AI literacy
- Change leadership at scale
- Board credibility + technical fluency

YOUR PROJECTS

- Zomato/Cred AI: AI product strategy analysis
- Transformation Plan: Multi-year AI transformation
- Capstone: AI strategy for business unit/ P&L

TOOLS YOU'LL USE

BOARD DECK FRAMEWORKS

INVESTOR MEMO TEMPLATES

AI GOVERNANCE PLAYBOOKS

CAREER TRAJECTORY POST PROGRAMME

- *CXO Track (CMO, COO, CDO, CAO)*
- *Business Unit Leader / GM*
- *AI Transformation Leader*

YOUR PORTFOLIO

Graduate With Proof, Not Just a Certificate

Nine published artefacts you can show a hiring committee, your CEO or a board.
Every one defended in front of faculty and practitioners.

01

AI Briefing for CEO

Executive readiness memo analysing an Indian company's AI maturity.

RESEARCH · COMMUNICATION

02

Personal AI Operating Stack

Your entire work week redesigned with AI tools — documented and ready to share.

PRODUCTIVITY · AI TOOLS

03

Strategic Business Diagnosis

Rameshwaram Café: Consulting-style strategy memo with unit economics analysis.

STRATEGY · CONSULTING

04

Cross-Functional Growth Plan

Mamaearth 360° Audit: Marketing, finance and AI strategy integrated.

MARKETING · FINANCE

05

AI Operations Blueprint

Urban Company: AI agents rewiring operational workflows with automation ROI.

OPERATIONS · AUTOMATION

06

AI Product Evaluation

Zomato / Cred / Myntra AI features torn down and analysed.

PRODUCT · STRATEGY

07

Enterprise Transformation Roadmap

24-month AI transformation plan for an Indian enterprise.

LEADERSHIP · TRANSFORMATION

08

AI Governance Framework

Risk, compliance (DPDP Act), and responsible deployment guidelines.

GOVERNANCE · RISK

09

Board-Ready AI Strategy

Final capstone: strategy deck defended before a CXO panel.

CAPSTONE · LEADERSHIP

FACULTY & MENTORS

Learn From Those Who've Done It



Dr. Saravanan Kesavan

Dean and Professor of Operations, BITSoM

16+ years | Operations | Teaching Excellence | Research

Former Associate Dean at UNC Chapel Hill; 14-time MBA All Star Teaching Awardee; research featured in global journals and media.



Prof. Daniel Corsten

Professor, IE Business School

Global Experience | Operations | Strategy | Digital

Former faculty at INSEAD, Wharton, and LBS; advises Fortune 500 companies; published 150+ works with globally cited research.



Prof. Shankar Prakash

Adjunct Professor, IIM Udaipur

20+ years | AI | IoT | Digital Transformation

AI and IoT educator focusing on fintech and capital markets; recognised by RBI Deputy Governor for mentorship in global hackathon.



Dr. Sunil Kumar Vuppala

Vice President AI Labs, Aurigo

20+ years | AI | Machine Learning | Analytics

Leads AI labs at Aurigo; ex-Oracle, Infosys, Philips, Ericsson; 40+ patents, 30+ papers, and multiple national and international awards.



Prof. Meenakshi Balakrishna

Assistant Professor, Marketing, BITSoM

Machine Learning | Causal Inference | Consumer Behavior

PhD from UC San Diego; published in leading journals; former analytics leader at Target, applying data-driven decision-making in marketing.

And 12+ visiting industry practitioners from Google, Microsoft, Zomato, Razorpay, Tata Digital and McKinsey

ADMISSIONS

A Simple 3-Step Admission Process

- 1 Apply Online**
Pay ₹999 and complete a short application form
- 2 Profile Review + Conversation**
Our admissions team reviews your profile and schedules a 20-minute call
- 3 Enrol & Begin**
Receive your offer letter, complete payment and join the cohort

INVESTMENT

Investment In Your Leadership Future

Designed for where you are right now. Four specialised pathways, each built for your exact background, ambition, and career inflection point.

Total Programme Fee	EMI Option
Secure Seat Fee (NON REFUNDABLE) ₹4,000	Secure Seat Fee (NON REFUNDABLE) ₹4,000
Installment 1 (NON REFUNDABLE) ₹50,000	12 months EMI ₹14,308 PER MONTH
Installment 2 (NON REFUNDABLE) ₹95,000	Total (NON REFUNDABLE) ₹1,75,696 + GST
Total (NON REFUNDABLE) ₹1,49,000 + GST	Financing through our NBFC partners



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