



# 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	₹14,258 PER MONTH
Installment 2 (NON REFUNDABLE)	₹95,000	Total (NON REFUNDABLE)	₹1,75,096 + GST
Total (NON REFUNDABLE)	₹1,49,000 + GST	Financing through our NBFC partners	



For any queries, you can WhatsApp us at  
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