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भारतीय प्रबंध संस्थान मुंबई  
Indian Institute of Management Mumbai

GLOBAL ONLINE CERTIFICATION COURSE ON  
**GENERATIVE AI FOR DATA DRIVEN  
BUSINESS DECISION MAKING**  
FROM IIM MUMBAI

# ABOUT IIM MUMBAI

IIM Mumbai formerly known as NITIE was established in 1963, stands as one of India's most prestigious institutions, consistently recognized for its academic excellence and industry relevance. Located in the heart of India's financial capital, the institute offers an immersive learning environment, combining world-class education with deep industry ties. IIM Mumbai's curriculum is designed to foster leadership, innovation, and problem-solving skills, with a strong focus on emerging areas like Logistics, Supply Chain, and Sustainability.

## Key Highlights:

- Ranked 6<sup>th</sup> in NIRF 2024 among management institutes
- Recipient of multiple prestigious awards for excellence in management education
- Strong emphasis on Logistics, Supply Chain, and Sustainability



# WHAT WILL YOU LEARN?

Gain expertise in foundations of Generative AI and Business Analytics, AI-driven prescriptive analytics techniques, Integration of tools like GPT models, Transformers, and XLMiner, advanced analytics methods like Neural Networks, Ensemble Methods.

## Toolkit



Gemini

XLMINER



Transformers.js

# WHY CHOOSE THIS COURSE?

- **Learn from World-Class Faculty:** Learn from globally renowned faculties: Prof. David Simchi-Levi from MIT, USA, and Prof. Manoj K. Tiwari, Director of IIM Mumbai
- **Build Real-World AI Projects:** Gain expertise in foundations of Generative AI and Business Analytics, AI-driven prescriptive analytics techniques, Integration of tools like GPT models, Transformers, and XLMiner, advanced analytics methods like Neural Networks, Ensemble Methods.
- **Follow a Globally Benchmarked Curriculum:** Master AI through an industry aligned curriculum that blends global best practices with India specific use cases and real world case studies- ensuring you're future-ready
- **Craft a Powerful AI Portfolio:** Create a personalized project portfolio featuring your AI solutions and MVPs designed to impress recruiters and showcase your capabilities

(\*Certification criteria includes maintaining 75% attendance and completing at least 3 of the 5 quizzes in the program)

# COURSE DETAILS

**Course Duration**  
6 Weeks

**Online Session Timings**  
Sat & Sun: 5 PM – 7.30 PM IST

**Certification**  
From IIM Mumbai

## **Week 1: Foundations of AI and ML**

- Supervised and Unsupervised Learning
- Regression Trees, Random Forest and CatBoost
- Techniques for Unsupervised Learning

## **Week 2: Foundations of Generative AI**

- Introduction to Generative AI
- GPT-4.5
- The Challenges of GPT-4.5
- ChatGPT and Generative AI

## **Week 3: Foundations of Optimization**

- Optimizing Complex Decisions
- Linear Programming Formulation
- Shadow Price and Sensitivity Analysis
- Optimization with Gen AI
- Case Studies: Production Optimization and Financial Investments

## **Week 4: Key Supply Chain Capabilities**

- Unified View of Demand
- Supply Chain Segmentation
- Smart S&OP
- Control Tower
- Supply Chain Resiliency

## **Week 5: Applications of Generative AI in Supply Chain Management**

- Generative AI for Supply Chain Planning
- Generative AI for Demand Planning
- Generative AI for Procurement Planning
- Generative AI for Supply Chain Resiliency
- Transformer and Image Processing for Supply Chain Decisions
- Case studies: Retail, CPG, High-Tech

## **Week 6 Applications of Generative AI in Revenue Management**

- Demand Forecasting and Price Optimization
- Integration of Transformer with Price Optimization
- Case Study: Online Fashion Retailer Zalando

# MEET OUR INSTRUCTORS



**MIT Professor, Business & Supply Chain Analytics**

Director, Data Science Lab,  
Massachusetts Institute of  
Technology, USA

## Prof. David Simchi-Levi

A leading expert in Supply Chain Management, Prof. Simchi-Levi is a 2023 National Academy of Engineering inductee and recipient of the 2020 INFORMS Impact Prize.

His book, 'Designing and Managing the Supply Chain', is a B-school staple. Founder of LogicTools (acquired by IBM), he has worked with clients like UPS, Caterpillar, and Walgreens.

He is the founder and chairman of LogicTools which provides software solutions and professional services for supply chain optimisation.

He has worked with multiple international companies like Caterpillar, ConAgra, Kraft Foods, Mercer Management, Ryder, SC Johnson, UPS, U.S. Postal Service, Walgreens, etc.,

## Prof. Manoj K. Tiwari

Director of IIM Mumbai and on lien from IIT Kharagpur, Prof. Manoj is a globally recognized expert in Supply Chain and Operations Management.

Ranked amongst the top researchers worldwide, he has received accolades like the 'Most Influential Researcher Award' and IISE's David F. Baker Distinguished Research Award in the domain of Operations and Supply Chain Management.

He is a top author in Supply Chain Analytical Techniques, ranked among the Top 20 most productive authors in Production and Operations Management over the past 50 years.

His work focuses on optimization, simulation, and computational intelligence for automating decision support in manufacturing and logistics systems.



**Director, IIM Mumbai**

Recipient of David F. Baker  
Distinguished Research Award  
from the Institute of Industrial &  
Systems Engineers (IISE, USA)

# ADMISSION PROCESS



## Clear Qualifier Test

You must pass the exam to confirm your seat for the program.



## 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

	INDIAN	INTERNATIONAL
Qualifier Test Fee (Non-Refundable)	₹99	\$10

	INDIAN	INTERNATIONAL
	Upfront	Upfront
Secure Seat Fee	₹4,000	\$99
Programme Fee	₹26,000	\$500
Total	₹30,000	\$599



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