



EDGE: ESSENTIALS OF DATA, GEN AI AND EXECUTION FROM IIM SIRMAUR

| About IIM Sirmaur

Indian Institute of Management Sirmaur (IIM Sirmaur), established in 2015, is a Centrally Funded Institution of National Importance under the Ministry of Education, Government of India. As one of the newer IIMs, it aims to provide high-quality management education, cutting-edge research, and leadership development. The institute offers flagship full-time MBA and MBA programs, along with a Ph.D. program, maintaining rigorous academic standards comparable to other IIMs. With a strong focus on industry engagement, ethical leadership, and socio-economic development, IIM Sirmaur nurtures future-ready professionals equipped for global business challenges.

The institute fosters a transformative learning environment with modern infrastructure, a research-driven curriculum, and corporate collaborations. Its vision is to be a globally respected institution for management excellence, producing competent, ethical, and future-oriented leaders.



| What Will You Learn?

This program builds a strong foundation in analytics, Generative AI, and core business statistics while covering practical applications in HR, marketing, and operations analytics. You'll explore AI fairness, text analytics, clustering, predictive modelling, Consumer analytics, Forecasting and Sentiment Analysis. Learn to design interactive dashboards, predictive models and apply industry-standard tools like Power BI, Orange, PSPP, Python, Seaborn, and Matplotlib. The curriculum combines theory with practical, hands-on exercises. Apply your knowledge through real-world projects and a final capstone to showcase your skills.

Toolkit



| Why Choose This Course?

- **Certification from IIM Sirmaur:** Receive a certificate of completion from IIM Sirmaur, recognising your achievement.
- **Future-Proof Career Gateway:** Launch into a high-growth, future-proof career with in-demand skills.
- **Advanced Curriculum:** Access cutting-edge content, simulations, and evaluations focused on real-time project implementation.
- **Case-Based Learning:** Engage in real-world, case-based sessions that connect theory with practical business challenges.
- **World-Class Faculty:** Learn directly from IIM Sirmaur's top-tier faculty and industry experts
- **Campus Immersion:** Gain access to visit & network at the IIM Sirmaur Campus

| Course Details

Course Duration
6 Months

Time Commitment
8-10 hours per week

Certification
From IIM Sirmaur

| Course Curriculum

Module 1: Fundamentals of Analytics – Application of Gen AI

- Introduction to Artificial Intelligence
- Industrial applications of AI
- Bias and fairness in AI Systems

Module 2: Fundamentals of Analytics– Business Statistics

- Descriptive Statistics and Exploratory Data Analytics
- Statistical Inferences
- Linear Regression
- Logistic Regression Analysis
- Clustering and Introduction to Unsupervised Learning

Module 3: Text Analytics

- Sentiment Analysis
- Topic Modelling

Module 4: HR Analytics

- Designing Interactive Dashboards on PowerBI
- HR metrics and Dashboards
- Workforce Predictive Modelling
- Turnover Predictive Modelling
- Managing Employee Performance using Analytics

Module 5: Marketing Analytics

- Introduction to marketing analytics
- Segmentation and Positioning
- Product analytics
- Marketing mix modelling
- Consumer analytics

Module 6: Operation Analytics

- Fundamentals of Operation Analytics
- Retail and e-commerce operations
- Product Process Matrix
- Theory of Constraints
- Quality Management (Lean & Six-Sigma)
- Forecasting

Module 7: Capstone Project

| Our Instructors



Dr. Sonakshi Gupta

**Assistant Professor, Organizational Behaviour
& Human Resources Management**

Sonakshi Gupta holds a Ph.D. (FPM) from IIM Indore, and a Master's and Bachelor's degree from Banaras Hindu University in Personnel Management, Industrial Relations, and Commerce (Marketing). She has taught at T. A. Pai Management Institute (TAPMI) Manipal, IMI Kolkata, and Woxsen University, Hyderabad, covering courses in Human Resource Management, HR Analytics, Leadership, Organizational Behaviour, and Cross Cultural Management, including executive programs.

She has contributed to curriculum design, academic committees, and alumni engagement, and her research on servant leadership, organizational cynicism, and group decision-making has been published in reputed journals. She has received recognitions such as the Emerald Publishing Best Paper Award and the Emerald Literati Outstanding Paper Award (2023). Her teaching and research interests include HRM, HR Analytics, Leadership, Industry relations and labour law, and Organizational development and Cross- Cultural Management.



Dr. Shashikant Srivastava

Associate Professor, Information Technology & Systems

Dr. Shashi Kant Srivastava is a faculty in the area of IT & Systems at the Indian Institute of Management Sirmaur, India. He received his FPM (Ph.D.) from the Indian Institute of Management Indore, India. His current research interests include blockchain technology, multi-criteria decision making, artificial intelligence, business analytics, and information economics. His papers have appeared in Communications of the Association for Information Systems (CAIS), Journal of Information Technology Theory and Application (JITTA), Information Technology for Development (ITD), Journal of Global Information Technology Management (JGITM), International Journal of Business Intelligence Research (IJBIR), International Journal of Knowledge Management (IJKM), Journal of International Technology and Information Management (JITIM).



Alekh Gour

Associate Professor, Information Technology & Systems

Dr. Alekh Gour holds a Ph.D. from NIT Bhopal and a degree in Computer Science Engineering, with over a decade of academic experience. His teaching and research focus on data science and machine learning. He was awarded the Young Scientist Award by the MPCST, Government of Madhya Pradesh, and was honored with the title “Inside IIM Professor of the Year” at GIM in 2020.

He has been the program coordinator and trainer at many open MDPs and FDPs. He has trained senior professionals of companies such as Johnson and Johnson, Colorcon and officers of the Indian Armed Forces. Some of the courses he teaches are Business Analytics, Advance Business Analytics, Machine Learning, Predictive and Prescriptive Analytics, Data Visualization, Web and Social Media Analytics,.



Manish Sarkhel

Assistant Professor, Operations & Supply Chain Management

Professor Manish Sarkhel has worked as an Assistant Professor at Xavier Institute of Management, Bhubaneswar (XIMB), T.A. Pai Institute of Management (TAPMI) & Woxsen University, Hyderabad. He has also been a visiting professor at IIM Amritsar & XIMB. He has done his Ph.D from IIM Indore. His teaching interests lie in the domain of Operations Management and Analytics. He has taught subjects such as Operations Management, Supply Chain Management, Service Operations Management, Modelling with Spreadsheets, Project Management, Python Programming, Artificial Intelligence Using Python, Data Analytics Using Python & R, Financial Analytics Using Python, Excel, and Visual Analytics Using Tableau & Power BI. His research interests lie at the interface of Game Theory, Artificial Intelligence, Non-linear Programming and Networks. Prior to his Ph.D, he has worked in the Engineering, Procurement, and Construction Industry and has experience in installation, automation and operation of material handling units in steel production plants.



Anuj Jain

Assistant Professor , Marketing Management

Dr. Anuj Jain earned his doctorate in Marketing from XLRI – Xavier School of Management, Jamshedpur, with a specialization in the intersection of marketing and technology. His research focuses on the effects of new-age technology on consumers, brands, and society. He has nearly five years of experience in consulting and entrepreneurial roles at Daily Diet Boxes. Dr. Jain also holds a Bachelor of Technology in Environmental Engineering from IIT (ISM), Dhanbad. His work has been published in esteemed marketing journals, including the Journal of Brand Management and Psychology & Marketing, and he has presented his findings at prestigious conferences including the Global Marketing Conference (GMC), the International Centre for Anti-Consumption Research (ICAR) Conference, and the Behavioral Science in Management (BSIM) Conference.

| 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 Masai's NBFC partners
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Programme Fee (Non-Refundable)	₹81,000	₹10,350 x 9 months
Total	₹85,000	₹97,150



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