



Rotman School of Management
UNIVERSITY OF TORONTO

masai®

DATA DRIVEN DECISION MAKING WITH GEN AI

FROM ROTMAN SCHOOL OF MANAGEMENT

Rotman School of Management

The Rotman School of Management is a premier institute, part of the prestigious University of Toronto. The business school was formally established in 1950 as the Institute of Business Administration. It was renamed the Joseph L. Rotman School of Management in 1997 in honour of its principal benefactor. It has rapidly grown into a global center for management education, earning consistent recognition for its innovative research and unique approach to leadership development.

- **Global Recognition:** Ranked #13 in the QS World Ranking in 2026 and #1 in Canada for the Full time MBA (QS Rankings), consistently ranked among the world's top research schools.
- **Visionary Leadership:** Rotman's mission is to be a catalyst for positive change, rooted in transformative learning, informed by original insight, and inspired by the biggest challenges in business and society.
- **Creative Destruction Lab (CDL):** Home to the world renowned Creative Destruction Lab (CDL), a unique program that provides resources and mentorship to massively scalable, seed stage companies.



Why Choose This Course?

- **Prestigious Certification:** Receive a Certificate of Completion from the Rotman School of Management recognizing your achievement.
- **Learn from World-Class Faculty:** Learn from globally renowned faculty members from the Rotman School of Management
- **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 are 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.

What Will You Learn?

The 5 month Executive Program equips participants with the strategic frameworks and practical tools to harness data and Generative AI for superior business outcomes. Learn to apply Generative AI for data preparation, insight generation, and scenario planning, culminating in mastery of prescriptive analytics and decision optimization. The curriculum decodes AI outputs, focuses on ethical implementation, and empowers you to build a robust, data driven organizational strategy.

Toolkit



Course Details

Course Duration
5 Months

Time Commitment
8-10 hours per week

Certification
From Rotman School of Management

Course Curriculum

FOUNDATION DELIVERY BY MASAI

Module 1: Python Programming Fundamentals

- Setting up the Environment: Accessing and utilizing Google Colab for cloud-based coding
- Basic Data Types and Variables: Working with numbers, strings, and booleans
- Core Data Structures: Mastering Python's Lists, Tuples, Dictionaries, and Sets
- Control Flow: Using if/else statements and for loops for decision-making and iteration
- Functions: Defining and calling reusable blocks of code

Module 2: The Data Handling and Visualising Toolkit: Pandas and Seaborn

- The Pandas DataFrame: Importing data from CSV and Excel files
- Initial Data Inspection: Summarizing data types and basic statistics (e.g., using `.describe()`)
- Data Visualization with Matplotlib/Seaborn: Creating professional linecharts, histograms, scatter plots, and box plots
- Visual Best Practices: Designing truthful, compelling charts that avoid misleading interpretations

Module 3: Statistical Thinking

- Descriptive Statistics: Calculating and interpreting Mean, Median, and Mode, Variance, and Standard Deviation
- Probability and Distributions: Focus on the characteristics and importance of the Normal Distribution
- Inferential Concepts: Intuitive understanding of Sampling, Central Limit Theorem, and the logic of Hypothesis Testing
- Relationship Analysis: Understanding Correlation and Covariance

Week 1: Foundations of Data-Driven Decision Making & The AI Imperative

- Reading on the Data-Driven Organization, Video on the Analytics Continuum (Descriptive, Predictive, Prescriptive), Case Study Snippet
- Introduction to Data-Driven Decision Making, The Rise of Generative AI in Business, Interactive Discussion & Case Study Introduction

Week 2: Data Sourcing, Quality, and Leveraging Generative AI for Data Preparation

- Reading on data types and sources, Video on prompt engineering, Exercise on identifying data sources
- Identifying and Sourcing Relevant Data, Data Quality and Integrity, Generative AI for Data Preparation and Augmentation

Week 3: Analytical Frameworks and Generative AI for Insight Generation

- Reading on analytical frameworks (SWOT, Porter's Five Forces, A/B Testing), Video on basic statistical concepts, Data analysis assignment
- Applying Analytical Frameworks to Business Problems, Generative AI for Deeper Insights and Hypothesis Generation, Data Visualization and Storytelling with AI Assistance

Week 4: Predictive Analytics, Forecasting, and Generative AI for Scenario Planning

- Reading on basic predictive modeling, Video on forecasting, Assignment on interpreting model output
- Introduction to Predictive Analytics and Forecasting, Generative AI for Enhanced Forecasting and Scenario Planning (simulating "what-if" scenarios)

Week 5: Prescriptive Analytics, Decision Optimization and AI-Powered Recommendations

- Reading on optimization and decision trees, Video on recommender systems, Assignment on analyzing a decision tree
- Moving from Prediction to Prescription, Generative AI for Actionable Recommendations (proposing optimal strategies)

Week 6: Building a Data-Driven & AI-Augmented Organization: Strategy, Ethics, and Implementation

- Reading on Ethical considerations in AI and data privacy, Video on organizational change management, Final Project Preparation
- Developing an AI and Data Strategy, Ethical AI and Responsible Decision Making, Practical Application Exercise & Course Wrap-up

RISE OF AI AGENTS, CAPSTONE PROJECT DELIVERY BY MASAI

- **LLMs for Data Workflows:** Using LLMs for analytical tasks with structured outputs (JSON), deterministic prompting, tool/function calling and reliability patterns.
- **RAG for Enterprise Analytics:** Building retrieval systems over internal docs + data dictionaries + dashboards + warehouses to generate grounded insights with citations, along with chunking, embeddings, and reranking.
- **Agent vs Assistant Thinking:** Understanding when a simple assistant is enough vs when an agent is required (multi-step planning, tool orchestration, loops, memory/state, human approval gates).
- **Agentic Analytics Patterns (Decision Intelligence):** Designing end-to-end flows like Plan → Retrieve → Analyze → Validate → Communicate, where agents can query SQL, run Python analysis, generate plots and draft executive-ready memos.

Instructor & Industry Experts



Prof. Walid Hejazi

Professor of Economic Analysis and Policy,
Rotman School of Management, University of Toronto

Professor Hejazi is the Academic Director of Rotman's Generative AI Programs and Rotman Executive Programs and a recipient of the King Charles III Coronation Award. His research and teaching expertise lies in strategies for enhancing firm competitiveness in global markets, with a focus on the transformative role of AI, data analytics, and data driven decision making in business strategy. He actively works with organizations worldwide to design and implement AI enabled strategies and teaches in Rotman's MBA, EMBA, and executive programs, having lectured in over 30 countries. He also serves as a frequent media commentator on economics, technology, and business strategy.



Prof. Avi Goldfarb

Professor of Marketing,
Rotman School of Management, University of Toronto

Avi Goldfarb is the Rotman Chair in Artificial Intelligence and a professor of marketing at the Rotman School of Management, University of Toronto. Avi is also Chief Data Scientist at the Creative Destruction Lab, a faculty affiliate at the Vector Institute and the Schwartz Reisman Institute for Technology and Society, and a Research Associate at the National Bureau of Economic Research. Avi's research focuses on the opportunities and challenges of the digital economy.



Dr. Zissis Poulos

Assistant Professor, School of Information Technology at York University

Zissis received his Master and Ph.D. degrees in Electrical and Computer Engineering from UofT in 2014 and 2018, respectively. His research focuses primarily on machine learning applied to derivatives hedging, the application of natural language processing in the analysis of financial soft information, and generative models for financial data.



Rituraj Gour
Business Analyst II, Adobe

Rituraj Singh Gour is a data-driven professional with over four years of experience in business analytics and intelligence. He currently serves as a Business Analyst II at Adobe, where he leverages SQL, Python, Tableau, and ETL tools to develop analytical frameworks, optimise processes, and enable data-informed decision-making. Before joining Adobe, Rituraj worked at Amazon as a Business Intelligence Engineer, where he played a key role in improving user retention by 25%, streamlining customer service operations, and implementing scalable data solutions that enhanced cross-functional visibility. An alumnus of ABES Engineering College with a B.Tech in Electrical and Electronics Engineering, Rituraj combines technical expertise with strong analytical acumen. His professional interests include data analytics, business intelligence, and process optimisation, and he is passionate about exploring innovative ways to translate complex data into strategic insights that drive business growth.



Saurabh Kango
Senior Manager Data Science and Analytics, Meesho

Saurabh Kango is an Analytics Program Manager at LinkedIn, where he leads data science and analytics initiatives to deliver actionable insights and drive business outcomes across teams and products. He has over six years of experience in data analytics, previously working with companies like Airbnb, and is passionate about leveraging data to solve complex problems and mentor aspiring analytics professionals.

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

Qualifier Test Fee (Non-Refundable)	₹99
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	Option 1	Option 2
	Upfront	EMI (Through our NBFC partners)
Secure Seat Fee (Non-Refundable)	₹4,000	₹4,000
Remaining Course Fee (Non-Refundable)	₹71,000	₹13,920 x 6 months
Total Program Fee	₹75,000*	₹83,520*

*GST at 18% extra, as applicable



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