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

 Excel perplexity miro Looker

Claude Google Sheets

Course Details

Course Duration 5 Months	**Time Commitment** 8-10 hours per week

Certification
From Rotman School of Management

Course Curriculum

FOUNDATION

Python Programming Foundations
- Variables & Data Types
- Control Structures
- Functions
- Lists & Dictionaries
- Basic Error Handling

Data Fluency & Storytelling
- Structured vs Unstructured Data
- Data Types
- Basic Cleaning
- Pivot Tables
- Basic Charting
- Dashboard Design Principles
- Storytelling with Charts
- Sharing Reports

SQL for Data Analysis
- RDBMS Concepts
- SELECT/FROM/WHERE
- Filtering & Sorting
- Aggregations (COUNT/SUM/AVG)
- Basic Joins (Inner/Left)

DELIVERY BY MASAI

DATA DRIVEN DECISION MAKING

Scientific Thinking in Business: Prescriptive Analysis
- Descriptive vs Predictive vs Prescriptive
- Causal Inference
- Designing Business Experiments (A/B Testing)
- Hypothesis Testing logic
- Moving from 'Data says X' to 'We should do Y'

Decision Intelligence & Strategic Frameworks
- The Anatomy of a Decision
- Decision Biases (Anchoring, Confirmation)
- Decision Matrix Analysis
- The 'Pre-Mortem' Technique
- Using AI to stress-test decisions
- Metrics for Decision Quality

AI Strategy & Collaborative Intelligence
- Buy vs Build in AI
- Understanding RAG (Retrieval Augmented Generation) conceptually
- Working with Data/Tech teams
- Defining AI Requirements
- Automation possibilities vs limitations
- Data Privacy & Governance

DELIVERY BY ROTMAN SCHOOL OF MANAGEMENT

CAPSTONE: DATA-DRIVEN STRATEGY PROJECT

MasterClasses
- AI for Data Cleaning & EDA
- Hypothesis Testing with Code Interpreter
- Strategic Storytelling and Dashboarding Masterclass (using Looker Studio)

Project Phase
- Problem Definition
- Exploratory Analysis
- Strategy Formulation
- Final Pitch Deck

DELIVERY BY MASAI

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

	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