



**Executive
Programme in**

AI

**for Business
- Batch 02**



विद्याविनियोगाद्विक्रमः

**Executive
Education**

INDIAN INSTITUTE of MANAGEMENT AHMEDABAD

Executive Programme in AI for Business - Batch 02

Blended Learning (D2D + On-Campus Experience)

Introduction

Artificial Intelligence (AI), is an integral component of modern world. AI presents an extensive range of applications, including providing tailored consumer experiences, risk assessment improvement, optimization of capabilities, predicting insights, and task automation. Newer technologies like machine learning, deep learning, natural language processing and generative AI are transforming businesses. Organizations that embrace AI will be able to take advantage of new possibilities, create operational efficiency, deliver unique customer experiences and generate sustainable growth, giving them a competitive advantage as AI continues to alter every part of modern business. How does one lead in an AI world? Now is the ideal time to have a sound understanding of AI so you can maximize its potential to accomplish your career objectives.

Programme Objectives

1. Explore how AI is leading to growth and excellence for businesses.
2. Learn the role played by machine learning, deep learning, and natural language processing in improved problem solving and generation of actionable insights.
3. Examine how AI can be used to improve operational efficiency, enhance customer experience, and increase revenue and profitability.
4. Explore how businesses overcome the challenges of using AI through digital mastery of emerging technologies.
5. Determine how state-of-the-art technologies like Generative AI and Large Language Models can transform businesses.
6. Understand the organizational and technological challenges faced by leaders in implementing AI for business.
7. Develop a road-map for developing and managing AI capabilities and teams for the businesses.
8. Complete a capstone project on how to innovatively use AI for business under the guidance of faculty experts.

Programme Contents

Technology modules:

- Machine learning and deep learning for AI
- Natural language processing and its use in AI-based applications
- Generative AI and Large Language Models
- AI Agents
- Emerging automation technologies for leveraging AI
- Security, privacy, and ethical risks and challenges of AI

Business modules:

- The digital ecosystem and the business value of AI
- Innovative customer experience management using AI
- AI for enhanced financial performance and effective operational efficiency
- The future of work at an AI-based organization
Workshop on creating AI agents

Capstone project

Eligibility and Admission Criteria

- **Educational Qualification:** Applicants must be working professionals with a graduate degree (10+2+3 or equivalent) in any discipline, with a minimum of 50% marks.
- **Work Experience:** A minimum of three years of work experience in Information Technology or a related technical/business field is required. They must be willing to learn technical concepts.
- The programme is open to professionals at all levels—senior, middle, and junior management, as well as entrepreneurs with preference given to those with a language skills. The objective is to ensure clarity regarding the desired participant profile.
- The eligible candidates will be selected based on their educational and professional background and motivation based on the application form submitted.
- Applications with Credentials & Corporate Nominations – Selections will be based on a detailed Profile of Candidate in his own words elaborating his Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description along with his Statement of Purpose and Evaluations of the applicants, either individually or collectively or both by IIMA.

Who Should Attend

This programme is designed for mid-level and senior-level managers from various sectors, including IT, manufacturing, logistics, finance, retail, hospitality, aviation, and education.

It is ideal for professionals involved in planning, designing, and executing projects that leverage Artificial Intelligence (AI) within their organizations. Participants who seek to build a strong foundational understanding of AI and learn how to deploy AI solutions in their business contexts effectively will benefit most from this programme.

Pedagogy

The pedagogy will be highly interactive. It will consist of a judicious blend of real-life case studies, lectures, hands-on exercises, use of tools, case presentations, quizzes, and assignments.

Programme Duration

64 sessions, spread over 6-7 months.

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Mode of Delivery

The programme will be delivered on UCS's platform (VC Now) through direct-to-desktop [D2D] held once a week and campus modules at IIM Ahmedabad. Please note that the online sessions will not be recorded.

Teaching Faculty

Prof. Adrija Majumdar (Faculty Chair)

E-mail: adrija@iima.ac.in

Adrija Majumdar is a faculty member of the Information Systems area at IIM Ahmedabad. At IIMA she teaches courses on AI for business, digital transformation, social media analytics and managerial computing. She has been involved in executive teaching with organisations operating in the field of manufacturing, retail, health, public sector, infrastructure, airline, finance and banking etc. She has authored multiple teaching cases registered with IIMA and IIM Calcutta case research centre. Her research interests are in the field of AI. Her research articles have been published in reputed international journals such as Production and Operations Management, Information & Management, International Journal of Information & Management, Transportation Research Part E: Logistics and Transportation Review, Information Systems Frontiers, Technology Forecasting and Social Change, Communications of AIS, International Journal of Production Economics, Journal of Retailing and Consumer Services, Industrial Management & Data Systems, Journal of Organizational Computing and Electronic Commerce, and Annals of Operations Research, etc.

She has presented her work at several international and national conferences and has won multiple best paper awards. Her research articles have appeared in conference proceedings of IEEE, ACM, and Lecture Notes in Business Information Processing. She completed her PhD from IIM Calcutta in Management Information Systems and holds a Bachelor of Technology degree in Information Technology. She worked as a senior research assistant at the City University of Hong Kong, Kowloon and in Cognizant Technology and Solutions. She is a secondary area member of the marketing area at IIMA.

Other Faculty Members

- Prof. Sanjay Verma
- Prof. Swanand Deodhar
- Prof. Kavitha Ranganathan
- Prof. Samrat Roy
- Prof. Ankur Sinha
- Prof. Tarun Jain

And many more faculty members from IIMA

Prof. Indranil Bose (International faculty)

There will be a few industry guest speakers as well.

Dates and Module Details

Last date to apply:

September 18, 2026

Application fees (To be paid during online application):

INR 2,000 + GST* (Non-refundable)

Tentative schedule

Course Commences On

October 12, 2026 (Monday)

Technical Orientation by UCS (VCNow)

October 8, 2026 (Thursday)

Online Session Schedule

Every Sunday from 3:00 PM to 6:00 PM

First Campus Module

October 12 - 14, 2026

Online Sessions Starts

October 25, 2026

Final Campus Module

May 7-8, 2027

Programme Fee

INR 3,20,000/- + GST*

Payment Plan:

Instalment Schedule	First Instalment*	Final Instalment*
	As per offer letter	January 10, 2027
	INR 1,60,000/- + GST*	INR 1,60,000/- + GST*

*GST (Currently 18%) will be charged extra on these components

Fees to be paid directly to IIMA only through Payment Gateway:

Payment Gateway:

<https://payments.iima.ac.in/online/pg/380>

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Evaluation Methodology

IIM Ahmedabad shall carry out the examination and evaluation required for certification.

Participants are evaluated based on examinations for all the courses. Participants will be given any one of the following grades: "Satisfactory Plus" (S+); "Satisfactory" (S); "Unsatisfactory" (U). A participant will be asked to leave the programme and the fees will then be forfeited in any of the following cases:

1. If a participant gets 2nd "U" for academic indiscipline wherein Academic Indiscipline includes cheating/copying/plagiarism in assignments and examinations and facilitating cheating in any way or is found having integrity issue during the programme.
2. If a participant gets 3rd "U" for under-performance.
3. If a participant gets 1 "U" for academic indiscipline and 2 "U"s for underperformance.
4. The norms of the programme require a participant to attend at least 80% of attendance to become eligible to receive the certificate, failing which a participant won't be awarded the certificate.

Certification

At the end of the Programme, eligible participants will receive a Certificate of Completion (CoC) of the Programme from IIM Ahmedabad subject to the assessment and fulfilment of overall 80% attendance.

IIMA Alumni Status

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Library Access

Restricted remote access to the library resources will be provided for the programme duration.

How to Apply

Interested candidates may apply using the application link:

<https://iimahmedabad.vcrvcnow.in/EPAIB-BL02/student-registration/lms.php>

or call on Mobile: +91 88608 76846 for assistance or write to eep-blendedprograms@iima.ac.in

Service Provider:



VCNow is a brand owned by Unified Collaboration Services LLP and is the largest infrastructure-based HD Video Conference Service provider of the country with over 70 Virtual Classroom studios spread across 32 cities in India. VCNow Virtual Classroom provides for a near-real classroom experience with its highly interactive Live 2-Way High-Definition Video Conference interface both through Classroom based and Direct to Device based learning platforms.

**Ahmedabad | Bengaluru | Bhopal | Bhubaneswar | Chandigarh | Chennai | Delhi | Gurugram | Guwahati
Hyderabad | Indore | Jaipur | Kolkata | Lucknow | Mumbai | Nagpur | New Delhi | Noida | Patna | Pune | Raipur
Ranchi | Vadodara | Visakhapatnam**

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Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA-FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA-PGPX)
- Short duration Executive Education programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- Blended MBA in Business Analytics & AI (BPGP: BA & AI)
- Armed Forces Programme (AFP)
- Blended Post Graduate Programme in Management (BPGP)

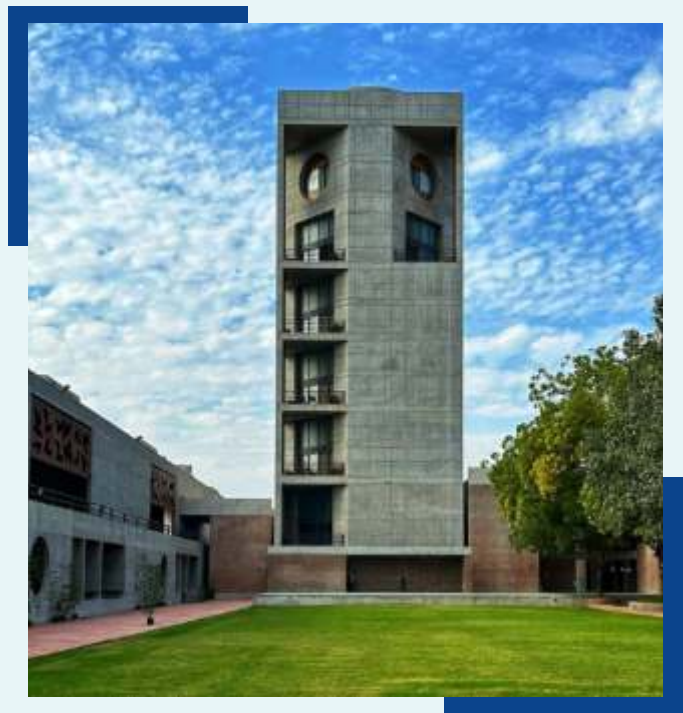
Disciplinary Areas & Groups

- Centre for Management in Agriculture
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences (O&DS)
- Public Systems Group
- Ravi J Matthai Centre for Education Innovation
- Strategyarch Centres

Disciplinary Areas & Groups

- Ashank Desai Centre for Leadership and Organisational Development

- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Management of Health Services
- Centre for Sustainability and Corporate Governance Research
- Centre for Transportation and Logistics
- Gender Centre
- IIMA Ventures (Formerly known as IIMA-CIIE)
- India Gold Policy Centre
- JSW School of Public Policy
- Madan Mohanka Centre of Excellence in Case Method of Learning
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioral Science in Finance, Economics and Marketing



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Executive Education

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Phone: +91-79-7152-6300 | Email: eep-blendedprograms@iima.ac.in

Website: www.iima.ac.in/executive-education