MBA
Artificial
Intelligence

Curriculum 2023

SAGE UNIVERSITY INDORE

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M.B.A.
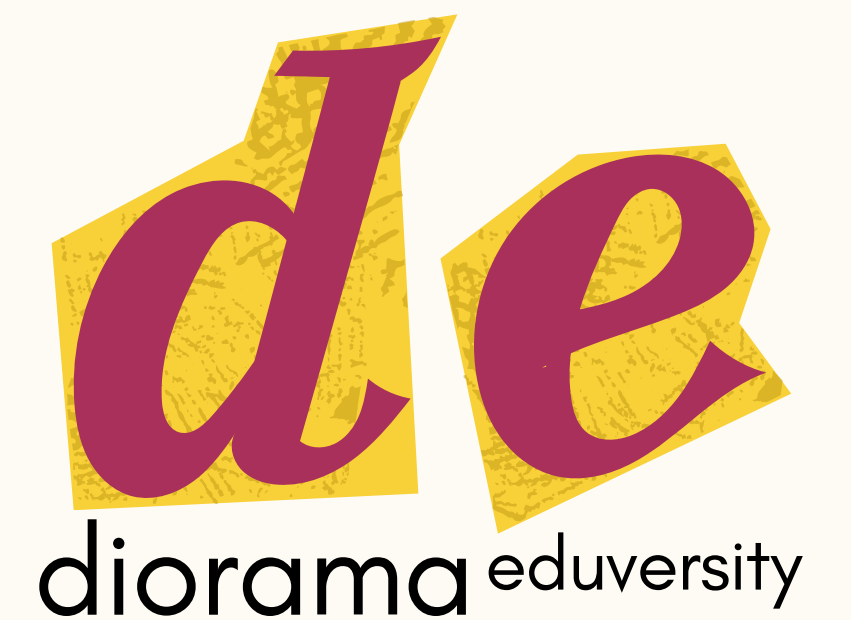
Artificial Intelligence

The Artificial Intelligence revolution is already here around us. Companies and managers now make daily business decisions based on inputs from machine learning tools and AI-powered reporting platforms to the extent that many business operations are now automated and carried out by AI services. This programme is designed to educate the students in the use of artificial intelligence systems and tools in business decisions.

Course

This interdisciplinary Study Program covers AI's foundations, principles, and techniques and business subjects such as economics, accounting, finance, and marketing. Besides, learning the theory, students will work on many projects that apply AI to practical problems in retail, manufacturing, finance, and many other businesses. The Curriculum is carefully designed to give students both technological and business perspectives, cutting-edge research and real-world applications.

Focus Areas

- Application of AI in business situations
- Data Interpretation
- Leadership
- Innovation and Entrepreneurship
- Corporate Finance
- International Marketing
- Managerial Economics
- Performance Measurement
- Strategic Management
- Business Ethics and Corporate Governance
- Operations and Information Management
- Use of AI in all managerial functions
- Digital Transformation

Employment Areas

- Product Manager
- Business Strategy Manager
- Strategy Consultant
- AI Transformation Experts/Consultants
- Marketing Managers
- Sales Managers
- E Commerce Data Interpreters
- Pre-Sales Consultants
- Deliver and Campaign Managers
- Digital Transformation Consultants
- Risk Officers
- Business Analyst
- Operations Manager
- Consumer Behaviour Interpreters

Companies hiring

Semester 1

- Data Science andAnalytics
- Fundamentals ofArtificial Intelligence
- Probability and Statistics
- Programming with Python& R
- Machine Learning Fundamentals
- Reasoning and Decision Making under Uncertainty
- Economics, Micro, Macroand Digital
- Financial & Managerial Accounting
- Human Resources Management
- Marketing Management
- Electives Anyone of these:
  - Digital Marketing
  - Recommendation Engines for Marketing Appl.
  - Computational Advertising
  - Internet of Things and Smart Asset Management

Semester 2

- Design and CriticalThinking
- Embedded Artificial Intelligence & Robotics
- Organizational Behaviour
- Operations Management
- BusinessStrategy
- Design and CriticalThinking
- AI in Logistics
- AIin Marketing
- AI and Automation in Finance
- Applied Business Project
- Summer Training

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Semester 3

- AI Strategy and Change Management
- AI and Entrepreneurship
- Neural Networks & Deep Learning with Business Apps
- Natural Language and Conversational Systems with Business Applications
- Corporate Finance
- Business Strategy
- International Marketing
- AI in Manufacturing
- Project Study
- Global Construction Operations
- Open Elective (Anyone):
  - Publicity, Advertising, Promotion
  - Retail Management
  - Logistics & Supply Chain Management
  - Digital Asset Management

Semester 4

- Leadership
- Managerial Economics
- Performance Measurement
- Innovation and Entrepreneurship
- Business Ethics and Corporate Governance
- Strategic Management
- Operations and Information Management
- Artificial Intelligence Applications
- Artificial Intelligence Applications II
- Internship
- Project Report

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