

# AI

## *for Manager*

CERTIFICATION COURSE WITH

IITM PRAVARTAK





# IITM PRAVARTAK

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IITM Pravartak Technologies Foundation is a section 08 company housing the Technology Innovation Hub on Sensors, Networking, Actuators, and Control Systems (SNACS). We are hosted by the Indian Institute of Technology, Madras and funded by the Department of Science and Technology, Government of India, under its National Mission on Interdisciplinary Cyber-Physical Systems.

## WHY eduXLL

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Our online education has made higher learning more accessible to a broader range of students. What sets **eduXLL** apart is our commitment to creating an engaging and supportive learning environment. Our platform is intuitive, user-friendly, and equipped with cutting-edge technology to deliver an unparalleled online learning experience. We pride ourselves on fostering a global community where students from various backgrounds can interact, share ideas, and collaborate on projects, making learning with us a truly international experience. In a world where continuous learning is the key to success, eduXLL stands as a beacon for those who seek to elevate themselves. Join us on this journey of discovery and growth. Your future starts here, at **eduXLL**, where learning knows no boundaries.



## ABOUT THE **PROGRAM**

As AI continues to revolutionize industries, it is imperative for managers to understand its potential, applications, and implications. A comprehensive “**AI for Managers**” course bridges the gap between complex technical concepts and practical business strategies, equipping participants with the tools to drive innovation, improve decision-making, and gain a competitive edge. This course provides a solid foundation in AI technologies and their strategic implementation.

## RELEVANCE OF THE **PROGRAM**

1. AI knowledge equips managers to make informed, data-driven business decisions.
2. AI integration enhances productivity and streamline processes.
3. Leveraging AI insights for innovation and growth help in staying ahead in the rapidly evolving market.
4. AI-driven personalized solutions help in improving customer satisfaction and engagement.





# OBJECTIVE OF THE COURSE



This course is designed to provide business leaders with a comprehensive understanding of artificial intelligence and its strategic applications. By the end of this course, participants will be equipped with the knowledge and skills to effectively integrate AI into their organizations, enhancing decision-making and operational efficiency. The objectives of this course are structured to ensure a solid grasp of AI fundamentals, practical applications, and ethical considerations.

## THE SPECIFIC OBJECTIVES OF THE COURSE ARE AS FOLLOWS:

- To explain the Evolution, Fundamentals and Economics of Artificial Intelligence (AI)
- To explain the role of AI systems as agents
- To make use of RPA concepts in various domains
- To distinguish appropriate machine learning and deep learning techniques to solve business problems using SPSS
- To appraise the ethical perspectives while developing AI applications

### TOOLS

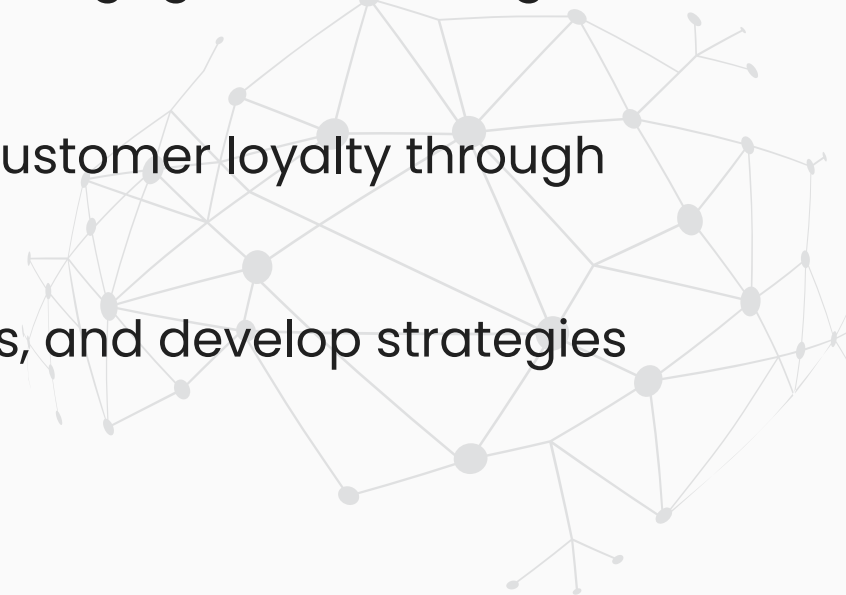


# LEARNING OUTCOMES



UPON COMPLETING THE COURSE "**AI FOR MANAGERS**," PARTICIPANTS WILL ACHIEVE THE FOLLOWING LEARNING OUTCOMES

- ✓ Develop a strategic understanding of artificial intelligence, including its applications, benefits, and limitations, to make informed decisions about AI adoption and implementation within their organizations.
- ✓ Learn how to integrate AI technologies effectively into business strategies to drive innovation, improve operational efficiency, and gain a competitive advantage in the market.
- ✓ Gain insights into how AI can enhance decision-making processes by providing actionable insights, predictive analytics, and data-driven recommendations across various business functions.
- ✓ Understand the ethical implications and potential risks associated with AI implementation, and learn how to navigate ethical dilemmas and ensure responsible AI usage within their organizations.
- ✓ Explore how AI can optimize operational processes, automate routine tasks, and improve productivity across different departments, leading to cost savings and efficiency gains.
- ✓ Acquire the leadership skills necessary to drive AI initiatives within their organizations, including stakeholder engagement, change management, and fostering a culture of innovation and continuous learning.
- ✓ Learn how AI can be used to personalize customer experiences, improve customer satisfaction, and drive customer loyalty through targeted marketing, personalized recommendations, and enhanced support services.
- ✓ Understand the evolving landscape of AI technologies and their potential impact on industries and markets, and develop strategies to future-proof their businesses and stay ahead of the curve in the age of AI.



# COURSE CONTENT

## INTRODUCTION TO AI

- Introduction to AI, History and evolution of AI, Why AI now?
- Economics of AI: Prediction Machines

## ROBOTIC PROCESS AUTOMATION

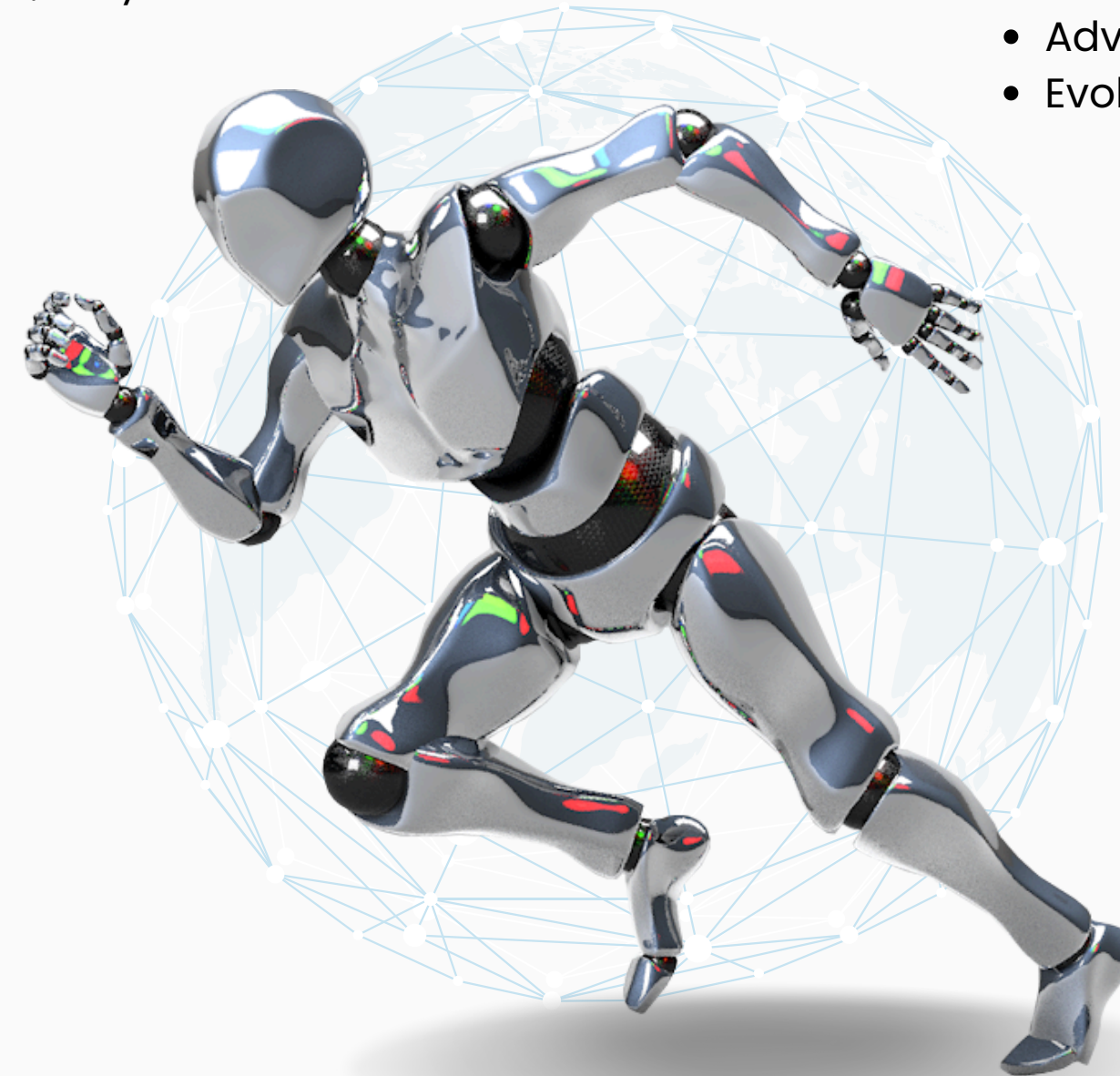
- Robotic Process Automation
- Cognitive AI

## MACHINE LEARNING: SUPERVISED LEARNING

- Basic concepts
- Classification
- Artificial Neural Networks
- Application of Supervised Machine Learning techniques using SPSS

## ETHICS OF AI

- AI and the Future of work
- Ethical Implications
- Responsible AI Practices



## DEEP LEARNING

- Concept
- Applications

## FOUNDATIONS OF AI

- Intelligent agents, uninformed search, Heuristic search
- Adversarial search, game playing
- Evolution of Agentic AI

## INTRODUCTION TO MACHINE LEARNING

- Definition, principles, and applications across various industries
- Significance of machine learning

## MACHINE LEARNING: UNSUPERVISED

- Learning Association
- Clustering
- Application of Clustering algorithms using SPSS

## GENERATIVE AI

- Introduction to Generative AI
- ChatGPT Excel Interface



# POTENTIAL CAREER PATHS

After completing a course on "**AI for Managers**" participants can pursue the following career paths:

## **AI STRATEGY CONSULTANT**

Advising organizations on AI adoption and transformation initiatives.

## **DATA SCIENCE MANAGER**

Overseeing teams in extracting insights from data and developing predictive models.

## **AI ETHICS OFFICER**

Ensuring ethical AI practices and addressing ethical concerns in AI deployment.

## **AI PRODUCT MANAGER**

Leading the development of AI-powered products and services.

## **AI IMPLEMENTATION MANAGER**

Coordinating the deployment and integration of AI solutions within organizations.



# OVERALL TAKE AWAY FROM THE PROGRAM

The course "**AI for Managers**" provides participants with a deep understanding of artificial intelligence and its strategic implications in the business world. Participants learn to harness the power of AI to drive innovation, optimize operations, and gain a competitive edge.

Moreover, they develop skills to navigate ethical considerations and mitigate risks associated with AI adoption, ensuring responsible and ethical AI usage. Graduates of such a course can pursue various career paths, leveraging their ability to strategically integrate artificial intelligence into organizational operations and decision-making processes.



**DURATION: 3 MONTHS  
(THIRTY-SIX HOURS)**



**CLASSES: THREE  
HOURS PER WEEK**



**PROGRAM FEES:  
RS. 25,000 + GST**







# ARTIFICIAL INTELLIGENCE TOOLS

## SPSS

For applying machine learning and deep learning techniques.

## COGNITIVE AI

For enhancing decision-making and improving business functions.

## GENERATIVE AI

Including tools like ChatGPT to support content creation and automation.



## ROBOTIC PROCESS AUTOMATION (RPA)

For automating business processes using AI.

## ARTIFICIAL NEURAL NETWORKS (ANNs)

For supervised machine learning and classification tasks.

## CLUSTERING ALGORITHMS

Used in unsupervised machine learning for identifying patterns and associations

# ACADEMIC FACULTY

Dr. Vandana Srivastava is a faculty of Information Systems and Business Analytics. She has more than 25 years of teaching and training experience. Vandana holds an M.Tech in Computer Applications from IIT, Delhi and a doctorate from Jamia Millia Islamia, Delhi. Her focus in terms of teaching, training and research have been in bringing together the areas of Technology Management, Artificial Intelligence and Operations Management. She has developed and delivered courses such as Problem Framing, Spreadsheet Modelling and AI for Managers.

She has conducted several customized trainings and management development programs for working executives from organizations such Engineers India Limited, IBM Daksh, Directorate of Resettlement, Indian Railways and Vigneshwara Developers. Vandana is an avid researcher with several publications in international and national journals.



**DR. VANDANA SRIVASTAVA**  
PROFESSOR – INFORMATION TECHNOLOGY  
& MANAGEMENT



# FREQUENTLY ASKED QUESTIONS



## WHAT IS THE OBJECTIVE OF THE "AI FOR MANAGERS" CERTIFICATION COURSE?

The course aims to equip business leaders with a strategic understanding of AI technologies and their practical applications to improve decision-making, streamline operations, and drive innovation.



## WHO SHOULD TAKE THIS COURSE?

This course is designed for managers, business leaders, and professionals who want to integrate AI into their organizations to enhance productivity, optimize processes, and stay competitive in the evolving market.



## WHAT TOPICS ARE COVERED IN THE COURSE?

The course covers AI fundamentals, machine learning, deep learning, robotic process automation, cognitive AI, generative AI, and ethical considerations related to AI implementation.



## WHAT IS THE DURATION OF THE COURSE?

The course runs for three months, with a total of 36 hours of instruction, delivered in weekly sessions of three hours each.



## WILL I RECEIVE A CERTIFICATION UPON COMPLETION?

Yes, participants who successfully complete the course will receive a certification from **IIT Chennai Pravartak** in collaboration with eduXLL.



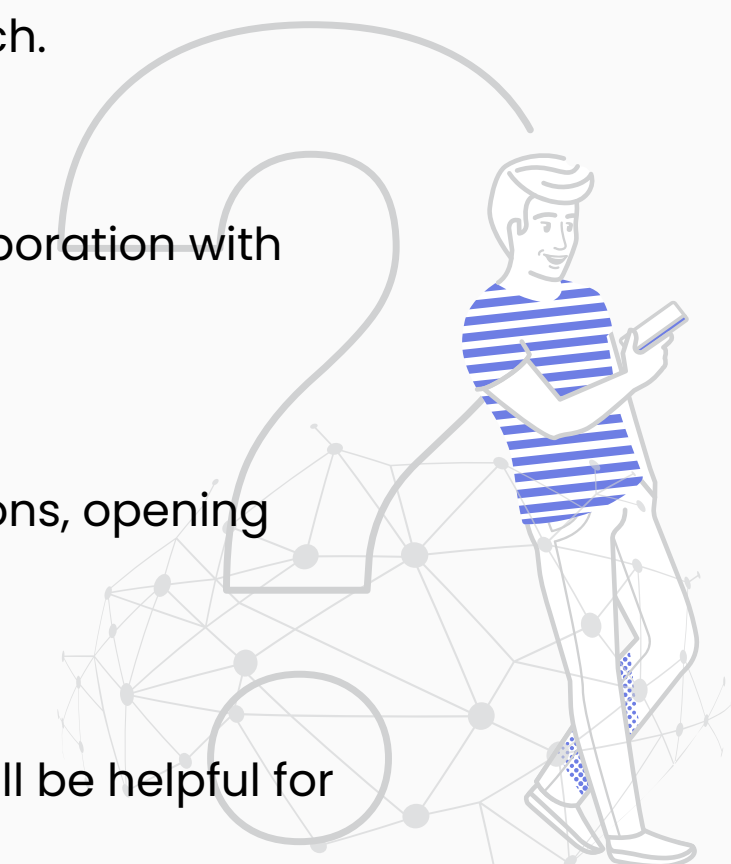
## HOW WILL THIS COURSE BENEFIT MY CAREER?

Graduates will be able to make data-driven decisions, lead AI initiatives, and apply AI technologies in their organizations, opening career opportunities such as AI Strategy Consultant, AI Product Manager, or AI Implementation Manager.



## ARE THERE ANY PREREQUISITES FOR THIS COURSE?

No specific technical background is required, but familiarity with business operations and interest in AI applications will be helpful for participant.



**We Appreciate Your Time  
and Attention.**  
**Thank you.**



**Contact Us**

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**Our Website**

[www.eduxll.com](http://www.eduxll.com)

