



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

*Globalizing Indian Thought*

Professional Certificate Programme in

**AI for Business Strategy**





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# About Professional Certificate Programme in AI for Business Strategy

The Professional Programme in AI for Business Strategy from IIM Kozhikode is a 10-month leadership-focused programme designed for senior professionals, CXOs, and decision-makers aiming to drive AI-led transformation within their organisations. Delivered through live online sessions and a mandatory three-day campus immersion, this programme enables participants to develop a strategic understanding of AI and its enterprise-wide applications.

The curriculum is structured to help leaders design AI roadmaps contextualised to the Indian market, while aligning with global best practices to unlock growth, efficiency, and innovation.

The programme deep dives into machine learning, natural language processing, generative AI, and domain-specific use cases across marketing, finance, operations, and HR. It emphasises how to lead and scale AI initiatives—from pilot to production—while managing organisational change, governance, and ethical considerations.

Participants will learn to identify high-impact opportunities, evaluate AI investments, integrate AI into business workflows, and lead data-literate teams. Beyond technical fluency, the programme equips leaders to make informed, strategic decisions backed by data and AI insights. Participants will receive a certificate of completion from IIM Kozhikode and earn Executive Alumni status, gaining access to a powerful professional network. With expert-led instruction, real-world case studies, and a schedule designed to respect executive time, this programme is built for those ready to shift from AI awareness to enterprise implementation.

# The IIM Kozhikode Advantage

From the Director's Desk...



IIM Kozhikode programmes are designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights, empowering participants to manage and lead complex business challenges with confidence and informed decision-making ability. Our growing global footprint, acknowledged and accredited by leading institutions of the world, is a testimony to the growth we have achieved in our 30-year journey of academic excellence.

At this juncture, it is also pertinent to share that both the future and the past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The sheer scale, scope and potential impact that India will have on 21st-century business make us believe that this is a legitimate aspiration.

Designed to empower seasoned professionals with the knowledge and skills needed to strategically leverage AI for enhanced decision-making in their organisations. The programme blends theoretical insights with practical, real-world applications. Participants will gain a deep understanding of AI's potential to drive business growth, optimise operations, and foster innovation. The curriculum will focus on developing an India-contextual AI strategy aligned with global best practices, leading AI transformation initiatives, evaluating and applying appropriate AI technologies, navigating ethical considerations, and building high-impact AI teams. The programme culminates in a guided capstone project, allowing participants to apply their learning to a real-world business challenge and develop a personalised AI playbook.

Wishing you all the very best!



**Prof. Debashis Chatterjee,**  
**Director IIM Kozhikode**

# Key Features of the Programme



Opportunity to earn a certificate of completion from IIM Kozhikode



Participate in a three-day in-campus immersion to experience IIM Kozhikode's high-intensity classroom environment and the scenic, sustainable campus nestled in the hills.



Qualify for executive alumni status from IIM Kozhikode upon successful completion of all evaluation requirements.



Build and develop products based on real-world scenarios through multiple in-course projects and assignments, and an end-of-programme capstone project.



Curriculum developed and delivered by the esteemed IIM faculty. These lectures are not just informative but also thought-provoking, inspiring participants to think beyond conventional boundaries.



Become proficient in applying AI for strategic decision-making, with the ability to analyze complex financial and marketing data for actionable insights.



Understand the regulatory, ethical, and organisational challenges of AI implementation, equipping them to lead responsible AI initiatives that build trust and deliver sustainable value.



Receive end-to-end support from dedicated cohort managers throughout the programme.



Get access to Simplilearn's Job Assist to enhance your portfolio and explore new career prospects.

# Who Is This Course For?

This programme is specifically designed for mid to senior-level professionals with at least 5+ years of work experience, especially:

- ✔ **Business Leaders:** Looking to integrate AI into strategic planning , drive AI-powered business models, and lead enterprise-wide transformation.
- ✔ **Managers and Team Leads:** Keen to effectively lead end-to-end AI projects, manage AI initiatives, and make data-driven decisions to improve efficiency and customer satisfaction.
- ✔ **Consultants:** Interested in enhancing their expertise in AI-powered decision-making to deliver transformative results for their clients.
- ✔ **Entrepreneurs and Small Business Owners:** Aiming to reimagine business strategies by incorporating AI into their products, services, and operations for competitive advantage.
- ✔ **Technology Leaders and Managers:** Focused on driving AI adoption and innovation within their organisations who need to translate AI strategies into actionable business plans.
- ✔ **Data Science and Analytics Professionals:** Ready to extend their knowledge of AI strategy and its real-world business applications beyond technical implementation.





## Eligibility

- ✔ For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university (UGC/AICTE/DEC/AIU/State Government) in any discipline.
- ✔ For International Participants - Graduation or equivalent degree from any recognised University or Institution in their respective country.
- ✔ A minimum of 5 years of professional experience is required.

## Application Process

The application process, organised and led by Simplilearn, consists of three steps. Selected candidates will receive an offer letter and must confirm their seat by paying the programme fee.



### Submit an Application

Complete a short online application form to express interest.

### Application Review

An admission panel will evaluate your application after you submit, to ascertain your qualifications and interest in the course.

### Registration

Once selected, confirm your seat by paying the fee. The official admission letter will be issued upon payment.

## Need Help with the Application?

Our dedicated admissions counsellors are ready to assist with any questions or concerns about this course.

Our team is available to:

- ✔ Guide you through the application process
- ✔ Explore financing options
- ✔ Get detailed insights into the curriculum, learning outcomes, and more

# Industry Trends



## Widespread Enterprise AI Adoption

**78%** of companies globally now utilise AI in at least one business function—a significant jump from prior years—and **71%** of organisations are adopting generative AI specifically. (source: [hostinger.com](https://www.hostinger.com))

This shift highlights how AI is becoming increasingly integrated into critical domains—IT, marketing, sales, operations, and finance—reflecting the programme's emphasis on strategic, cross-functional AI deployment.



## Generative & Agentic AI: Explosive Growth with ROI

ROI from generative AI is compelling—an average of **3.7×** return per dollar invested, with productivity gains ranging between **15–30%**, and in some cases, up to **80%**. (source: [sequencr.ai](https://sequencr.ai))

This tightly resonates with the programme's focus on enabling leaders to scale AI use and measure tangible business impact.



## Rising Governance & Ethical Safeguards

A global survey reveals **96%** of firms expanding AI agents view them as security threats, yet only **44%** have formal governance frameworks. (source: [techradar.com](https://www.techradar.com))

These figures highlight critical needs: responsible AI leadership, ethical oversight, and workforce enablement, which are stressed in the curriculum's modules on ethics, governance, and deployment.

# Key Learning Outcomes



## Design AI Strategies for Business Impact

Learn to formulate and implement AI strategies tailored to the Indian business context while aligning with global best practices for scalable, sustainable growth.



## Lead AI-Powered Transformation Initiatives

Gain the ability to lead full-cycle AI initiatives-right from identifying business problems to designing pilots, deploying solutions, integrating with workflows, and managing organisational change.



## Develop Cross-Functional AI Expertise

Understand how to apply AI techniques across marketing, finance, operations, and HR to drive innovation, improve efficiency, and deliver measurable results.



## Hands-on Proficiency in AI Tools and Techniques

Build practical knowledge in machine learning, natural language processing, data preparation, and deployment using industry-standard platforms and tools.



## Navigate Ethical, Regulatory, and Governance Challenges

Learn how to ensure responsible and transparent AI adoption by addressing fairness, bias, explainability, and compliance issues.



## Evaluate Emerging AI Trends and Technologies

Stay ahead of the curve by assessing the potential of Generative AI, Agentic AI, and Edge AI, and understanding their implications on business models and industry landscapes.



## Build and Empower AI-Literate Teams

Foster a data-driven culture by empowering cross-functional teams to understand and leverage AI in their daily decision-making.



## Apply Learning Through a Capstone Project

Put your knowledge into action by solving a real-world business challenge. Create a personalised AI playbook that combines strategy, modelling, deployment, and presentation.



# Learning Path Visualization



Business Fundamentals for the AI Age



Navigating the AI Landscape



Building High-Quality Data for AI Success



Applied Machine Learning for Business Leaders



Language AI: From Sentiment to Strategy



Transforming Marketing With AI & GenAI



Financial Foresight With AI Tools



Operational Excellence Through AI & Automation



AI-Powered Workforce Strategy & Talent Analytics



From Pilot to Production: AI at Scale



Building Ethical, Transparent AI Systems



Future of AI: GenAI, Edge & Agentic Systems



PCP in AI-Powered Decision-Making Business Simulation

\*Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/adapted to fit the participant profile & programme duration.

## Module 0 - Business Fundamentals for the AI Age

- Overview of Business Functions: Finance, Marketing, Operations, HR, Systems
- Key Business Metrics and Decision-Making Frameworks
- Business Models

## Module 1 - Navigating the AI Landscape

- Evolution and Trends in the AI Ecosystem
- AI Technology Stack and Tooling
- Regulatory and Global Policy Landscape
- AI Investment and Talent Landscape

## Module 2 - Building High-Quality Data for AI Success

- Data Sourcing and Understanding
- Data Cleaning and Preprocessing
- Feature Engineering and Selection
- Data Visualisation – Traditional and Gen AI

## Module 3 - Applied Machine Learning for Business Leaders

- Introduction to Machine Learning
- Supervised Learning – Classification and Regression
- Unsupervised Learning – Clustering, and Pattern Discovery
- ML Workflow and Tooling

## Module 4 - Language AI: From Sentiment to Strategy

- Introduction to NLP and Text Data
- Text Preprocessing and Feature Extraction
- Text Classification and Analysis
- Topic Modeling
- Sentiment and Emotion Analysis

## **Module 5 - Transforming Marketing With AI & GenAI**

- Customer Segmentation and Targeting
- Personalisation and Recommendation Engines
- Predictive Analytics for Campaign Optimisation
- Media Mix Model
- Market Basket Analysis
- Customer Lifetime Value & Cohort Analytics
- Google Analytics
- Social Listening
- Network Analytics
- Creative AI
- Case Studies

## **Module 6 - Financial Foresight With AI Tools**

- Predictive Analytics for Credit Scoring and Risk Assessment
- Fraud Detection and Anomaly Detection
- AI in Portfolio and Wealth Management
- Case Studies: AI in Banking and Insurance

## **Module 7 - Operational Excellence Through AI & Automation**

- AI in Demand Forecasting and Inventory Optimisation
- AI in Logistics and Route Optimisation
- Predictive Maintenance and Quality Control
- Process Mining and Operational Efficiency
- Supplier and Procurement Analytics
- Case Studies

## **Module 8 - AI-Powered Workforce Strategy & Talent Analytics**

- AI for Learning, Development, and Career Pathing
- Performance Management and Predictive HR Analytics
- Employee Engagement and Sentiment Analysis
- Case Studies

## **Module 9 - From Pilot to Production: AI at Scale**

- Model Deployment: Cloud, On-Premise, and Hybrid Approaches
- Integrating AI Into Business Workflows
- Monitoring and Maintaining AI Systems

## **Module 10 - Building Ethical, Transparent AI Systems**

- Regulatory Landscape in Finance and Marketing AI
- Bias, Fairness, and Explainability in AI Models
- Building Trust and Transparency

## **Module 11 - Future of AI: GenAI, Edge & Agentic Systems**

- Generative AI and Foundation Models
- Multi-Modal and Agentic AI
- Trends in Edge AI and On-Device Intelligence
- AI + Industry 5.0 / Business Model Shifts

## **Module 12 - PCP in AI-Powered Decision-Making Business Simulation**

- End-to-End AI Solution for a Business Problem
- Project Presentation and Feedback From IIM Faculty

# Case Studies and Tools

## Tools



## Case Studies

- ✓ **Champo Carpets: Improving Business-to-Business Sales Using Machine Learning Algorithms** By: Priyank Goyal, Puneet Kapoor, Gyanesh Jain, Ashish Sethia, Dinesh Kumar Unni Krishnan.
  
- ✓ **Understanding Text Mining and Sentiment Analysis in Hotel Booking**  
By: Rasha Kashef, Sakariya Ahmed.
  
- ✓ **Customer Analytics at BigBasket - Product Recommendations** By: Paul Abraham, Manaranjan Pradhan, Lakshminarayanan S, Ganesh Iyer, Dinesh Kumar Unnikrishnan.
  
- ✓ **AmorePacific Hong Kong: Marketing Korean Beauty Products** By: Hugh Thomas, Andrew Chan, Howard Lam, Andy Wong, Canice Man Ching Kwan.
  
- ✓ **Fintech and Finance Transformation: The Rise of Ant Financial (HBS: Product #: NTU144-PDF-ENG)**
  
- ✓ **A Chairman's Decision: Launching A Robo-Advisor in CCB Principal Asset Management Company (HBS: Product #: HK1175-PDF-ENG)**
  
- ✓ **TradeIX: Blockchain-Enabled Trade Finance in Global Supply Chains (HBS: Product #: W20650-PDF-ENG)**

# Certificates

Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components, including a capstone project and maintaining a minimum attendance of 75%. Participants who are unable to clear all evaluation components but have a minimum attendance of 75% will be awarded a participation certificate.

We encourage you to attend all the live sessions and make the best out of these interactive learning experiences.



# IIM Kozhikode Faculty Details



## Prof. Satish Krishnan

Information Systems

### Research Areas

- Dark side of technology (e.g., cyberloafing, cyberbullying, and technostress)
- Virtual social networks adoption and diffusion
- E-government and e-business
- ICT for sustainable development



## Prof. Jijo Lukose P J

Finance, Accounting & Control

### Research Areas

- Empirical Corporate Finance
- Empirical Asset Pricing
- Market-Based Accounting Research



## Prof. Dharun Kasilingam

Marketing Management

### Research Areas

- Technology and Consumer Behaviour
- Unstructured Data Analytics



## About IIM Kozhikode

Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high-growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. In 2013, IIMK set up a satellite campus at Infopark, Kochi, dedicated to Executive Education. The institute also has the unique distinction of launching a PhD (Practice Track) programme for working professionals, besides introducing dynamic programmes such as the one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). IIMK is also home to IIMK LIVE – a first-of-its-kind start-up incubation programme, the Indian Business Museum and seven Centres of Excellence.

IIM Kozhikode has retained its 3rd position in the NIRF India Rankings 2025 (Management) — marking the third successive year among India's Top 3. The institute also features regularly among top global institutions for its flagship MBA (PGP) and EMBA (EPGP) in the QS World University Rankings. IIMK has leapfrogged 100 spots to secure a place in the Top 151–200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. In a remarkable boost to IIM Kozhikode's global credentials, newly launched programmes like PGP-BL (2019) and PGP-Fin (2020) have also entered the Top 151+ programmes worldwide in their respective QS Rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #76 globally in the Financial Times Open-Enrolment Executive Education Rankings 2025. The feat has further consolidated the 30-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute has also consistently featured among the Top 70 MBA programmes globally in the Financial Times Masters in Management (MiM) Rankings for its flagship PGP. Over the past two decades, IIM Kozhikode has successfully delivered close to 1,450 MDP programmes, training more than 55,000 participants from 200+ organisations, including several Fortune 500 companies.

**Ranked #3**

NIRF India Rankings 2025: Management

**EQUIS + AMBA**

Double accreditation

**1st in Asia**

Pioneer interactive learning via satellite delivery

## About Simplilearn

Founded in 2010 and based in Plano, Texas, and Bangalore, India, Simplilearn, a Blackstone portfolio company, is a global leader in digital upskilling. It enables learners worldwide and offers access to world-class training to individuals and businesses.

Simplilearn offers 1,500+ live classes each month across 150+ countries, impacting over 8 million learners globally. The programmes are designed and delivered in partnership with world-renowned universities, top corporations, and leading industry bodies via live online classes featuring top industry practitioners, sought-after trainers, and global leaders. From college students and early-career professionals to managers, executives, small businesses, and big corporations, Simplilearn's role-based, skill-focused, industry-recognised, and globally relevant training programmes are ideal upskilling solutions for diverse career or business goals.

**Check out programme details at:**

[iimkzhikode.simplilearn.com/pcp-in-ai-decision-making-course](https://iimkzhikode.simplilearn.com/pcp-in-ai-decision-making-course)

**For registration and any other information, please get in touch with us at:**

[Executiveprogram@simplilearn.net](mailto:Executiveprogram@simplilearn.net)

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