AI for Senior Executives

Master AI implementation for an unmatched strategic edge

📅 30-week format

💻 Online

Dual certificate from IIMK and Kellogg Executive Education

imagesbazaar
SM901998

Artificial Intelligence for Senior Executives

Master AI implementation for an unmatched strategic edge

30-week format | Online

Dual certificate from IIMK and Kellogg Executive Education

Programme Summary

AI for Senior Executives

Institute Name
IIM Kozhikode & Kellogg Executive Education

Programme Duration
30 weeks

Cost
INR 4,00,000 + GST

Learning Mode
Online

Weekly Effort
4-6 hours every week

Faculty
22 weeks by IIM Kozhikode and 8 weeks by Kellogg Executive Education

Payment Options
Flexible instalment plans

Eligibility
Graduate (10+2+3) or diploma holders (Only 10+2+3) from a recognised university; candidate should have a minimum of 10 years of experience

Certificate
Upon successful completion of the programme, participants will be awarded a verified digital certificate from IIM Kozhikode and Kellogg Executive Education

Programme Leaders
Subject matter experts/ Industry practitioners

Learning Experience

- **Pre-recorded videos - flexibility:** Learn at your own pace, around your busy schedule
- **World-class faculty:** Learn from the best faculty and industry practitioners
- **High quality videos:** Great learning experience, even while on the move
- **Cohort-based learning:** Networking and community interaction by using discussion boards
- **On demand learning:** Rewatch any lesson/concept for deeper understanding
- **Capstone project:** Apply your learnings, receive feedback, and present your findings

Frequently Asked Questions

Who is the faculty for the live lectures/ online sessions/ doubt-clearing sessions?
For modules by IIMK, online lectures are pre-recorded by the faculty of IIM Kozhikode, who have real-world experience in the domain.
For the online certificate course by Kellogg, there are no live lectures by the faculty of Kellogg Executive Education. However, doubt-clearing sessions are carried out by the Programme Leaders, as they monitor individual student progress.

Is there a qualifying mark/ grade to get the final certification in this course?
IIM Kozhikode Certification Criteria: Participants must successfully complete all evaluation components by IIM Kozhikode with minimum pass marks and meet the requisite 75% minimum attendance criteria to obtain Certificate of Completion from IIM Kozhikode. Participants who are unable to clear the evaluation criteria but have the requisite 75% attendance will be awarded a Participation Certificate by IIM Kozhikode.
Kellogg Executive Education Certification Criteria: Participants must successfully complete all requirements of respective modules and must receive a passing score of 80% to obtain the certificate of completion by Kellogg Executive Education for the online course.

Do I get alumni status of the institute on completion of this course?
No, this programme doesn't include Alumni status.

Will Emeritus/ Institute help with placement services?
This programme is designed with some of the best faculty and to cover relevant topics in a manner that creates positive career outcomes. However, we do not offer any additional career/placement services with this programme.

What type of certificate will I receive?
Upon successful completion of modules by IIM Kozhikode, you will receive a digital completion certificate by IIM Kozhikode.
Upon successful completion of the course of Kellogg Executive Education, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?
For the modules by IIM Kozhikode, access to the online learning platform and all the videos and programme materials for 12 months following the programme start date. Access to the learning platform is restricted to registered participants as per the terms of agreement.

The IIM Kozhikode Advantage

From The Director's Desk

Businesses today have seen a complete transition than they used to run a decade ago. Thus, it is imperative for business leaders today to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes are designed by world-class faculty with cutting-edge thought leadership and industry-leading insights that empower participants to manage and lead complex business challenges confidently. Our growing global footprint is acknowledged and accredited by leading institutions and is a testimony to growth we have achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and 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, and 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 Institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope and potential impact that India will have on 21st-century business makes us believe that this is a legitimate aspiration.

Invest in your potential and start the journey of future-proofing your career growth by enroling in the IIM Kozhikode AI for Senior Executives programme. This programme is tailor-made for senior professionals and executives who are keen to kick-start digital transformation initiatives that innovate with AI, Machine Learning and Gen AI for data-driven and tech-empowered leadership. It also equips participants with all the tools, skills and an implementable roadmap to lead their teams as they navigate the rapidly changing digital landscape of the AI revolution sweeping across organisations today.

Wishing you all the very best!

Prof. Debashis Chatterjee
Director,
Indian Institute of Management Kozhikode

Overview

Artificial Intelligence (AI) has gone from buzzword to brass tacks in the blink of an eye. The rapid emergence and aggressive adoption of AI by global businesses and the intent on staying ahead of the curve is undeniable. Despite business leaders reporting concerns about AI, 82% of tech business leaders plan to increase their AI investment in the next year (Source: EY). The AI for Senior Executives programme offered by the Indian Institute of Management Kozhikode (IIM Kozhikode) and Kellogg Executive Education is your invitation to get in on the ground floor of this AI revolution. You will learn to lead your organisation's efforts to take AI and Generative AI (Gen AI) out of the boardroom and into strategic, functional integration at work.

Tailored for functional heads looking to leverage AI for significant organisational advantages, the programme outlines a road map for practical tech-driven applications that could bolster business success in an increasingly AI powered commercial landscape. Equip yourself with the strategies and implementable frameworks critical to integrating AI tools into everyday processes to unlock value all across the workflow.

As a senior executive with a finger on the pulse of domain trends, AI for Senior Executives programme will enhance your leadership capabilities to position you as an AI savvy innovator. Bridge your organisation's gap between knowing and doing when it comes to AI implementation for results. Discover what it takes and hone the right skills and mindset to lead an AI empowered team in digital transformation aligned to organisational success.

Join us on a journey to take AI from use case to ubiquitous, revolutionising workflow innovation with AI integration to catalyse growth and business impact.

64%

Globally, a majority of business owners (64%) anticipate AI will improve customer relationships and increase productivity, while 60% expect AI to drive sales growth, and 59% expect AI to help them save costs.
(Source: Forbes)

US$ 359bn

India has the potential to add US$359 billion to US$438 billion to its GDP on account of Gen AI adoption in 2029-30 over and above its baseline estimates.
(Source: EY)

28.63%

The market size in AI in India is expected to show an annual growth rate (CAGR 2024-2030) of 28.63%, resulting in a market volume of US$28.36 billion by 2030.
(Source: Statista)

Top 3 reasons to enrol in the programme:

01   **Immersive learning:** Experience a comprehensive pedagogy with live-online learning from IIMK, pre-recorded lectures from Kellogg Executive Education and a guided capstone project.

02   **Global edge:** Network with CXO-caliber leaders throughout the immersive learning journey.

03   **Channel your inner AI leader:** Develop a toolkit for unprecedented growth.

Gain global excellence from Kellogg Executive Education

Northwestern
Kellogg
School of Management

With 'AI Applications for Growth' course, explore use cases of AI along two dimensions Enterprise value chain and Industries, to gain a comprehensive perspective on using AI in today's business dynamics. Learn frameworks to build a robust AI implementation plan across various industries.

Who Is This Programme For?

Functional leaders and CXOs

Business unit heads and senior management who want to learn to leverage AI into their organisational workflow.

Team leads

Heads of departments who want to integrate AI into processes and turbo charge their teams' productivity and results by driving implementation into their team's workflow.

Note:

•This programme is not for technology professionals and engineers who want to learn and develop technology solutions or get the technical background behind AI/ML based on coding to cater to organisational needs. The programme is suitable for senior level leaders who want to understand how to build AI/ML businesses or incorporate AI/ML strategically into their projects.
•No prior coding knowledge is required for this programme

Learning Outcomes

This cutting-edge programme is designed to empower you to harness the true value of AI in action, going beyond theory to delve further into understanding AI holistically, including its impact on the economy, workplace culture, processes and systems in place in the company.

Develop the ability to strategically lead AI and digital transformation initiatives, aligning AI-driven strategies with long-term business goals.

Gain a comprehensive understanding of core AI and Gen AI technologies and its penetration across major industries, domains and disciplines.

Glean implementable insights through case studies of Gen AI that can inspire Gen AI initiatives in their discipline.

Identify areas where AI can create value, improve efficiency, optimise processes and enhance decision-making within organisations.

Utilise AI and Gen AI to drive innovation, create competitive advantages, and improve decision-making processes.

Lead high-performing AI teams and enhance organisational communication by leveraging AI tools such as NLP and conversational AI.

Ensure the responsible and ethical implementation of AI technologies, focusing on governance, regulatory compliance, and sustainability.

Programme Highlights

30 weeks of pre-recorded videos: Learn at your own pace, around your busy schedule.

22 weeks by IIM Kozhikode and 8 weeks by Kellogg Executive Education
Dual certificate programme

World-class faculty: Learn from the best faculty and industry practitioners with 5 live-online sessions by IIMK faculty.

Programme leader sessions: Engage with leading industry experts.

High-quality videos: Great learning experience, even while on-the-move

Cohort-based learning: Networking and community interaction by using discussion boards

On demand learning: Rewatch any lesson/concept for deeper understanding

Programme Faculty

Professor Sebastian received both his masters degree and PhD from the Indian Institute of Science, Bangalore. His research interests include AI, machine learning, cybersecurity and healthcare ICT. He has guided many PhD candidates and has published research papers in journals such as Information System Frontiers, Information and Computer Security, Health Policy and Technology, Computers and Electrical Engineering, Knowledge and Information Systems.

M. P. Sebastian

Professor
Information Systems

PhD (Indian Institute of Science, Bangalore)
ME (Indian Institute of Science, Bangalore)
B.Tech (Kerala University, Trivandrum)

Programme Modules

Pillar 1: Strategic AI

Modules:

- Strategic Leadership in the AI Era
- AI Technologies and ML Technologies
- Digital Transformation Through AI
- Implementing AI Strategies

Pillar 2: Gen AI Foundation

Modules:

- Gen AI Fundamentals
- Prompting and Fine-Tuning
- Chatbots and Conversational AI
- NLP and Leadership Communications
- Generative AI APIs

Pillar 3: AI and Gen AI in Core Business Operations

Modules:

- AI in Digital Marketing, Advertising, and Sales
- AI in Finance and Risk Management
- AI in Data Management and Analytics
- AI in Supply Chain Management
- AI in HR and Talent Management

Pillar 4: AI and Gen AI at the Forefront

Modules:

- AI and Workplace Culture
- Leading High-Performing AI Teams
- AI Governance, Ethics, and Compliance
- AI for Competitive Advantage
- Future Trends in AI

Course: AI Applications for Growth

Transform Your Organisation with AI-Powered Precision

Modules:

- The AI Revolution: Trends, Tools, and Applications
- AI and Customer Experience Management
- AI and Operations Management
- AI and Business Support Functions
- AI Applications in Select Industries
- AI Applications in Autonomous Vehicles and Transportation
- Transforming Your Business with AI: Strategy and Capabilities
- Transforming Your Business with AI: Organisation and Society

Topics

- The AI Revolution: Trends, Tools and Applications
- AI and Customer Experience Management
- AI and Operations Management
- AI and Business Support Functions
- AI Applications in Select Industries
- AI Applications in Autonomous Vehicles and Transportation
- Transforming Your Business with AI: Strategy and Capabilities
- Transforming Your Business with AI: Organisation and Society
- Generative AI to Empower Your Business Potential

Faculty - AI Applications for Growth

Mohanbir Sawhney

Associate Dean for Digital Innovation;
McCormick Foundation Chair of Technology;
Clinical Professor of Marketing;
Director of the Center for Research in Technology and Innovation

Varun Poddar

Adjunct Lecturer,
Kellogg School of Management

Learning Experience

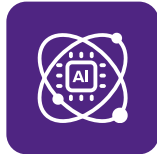**Live Sessions with Programme Leaders**

Dedicated Programme Support Team

Network with Global Peers

Grading and Evaluation

Practical Frameworks to Drive Gen AI Strategy

Action Learning Exercises

Bite-Sized Learning

Real-World Application

Case Studies

Business Use Cases Across Industries

Data Labs with Real-World Datasets

The Programme Journey

Enrol in IIM Kozhikode
AISE programme

Online pre-recorded lectures
from IIM Kozhikode faculty
Duration: 22 Weeks

**Live programme leader sessions
weekly + Faculty live sessions
monthly**

Learn **'AI Applications for Growth'** online certificate
course from Kellogg Executive Education
Duration: 8 weeks

Programme Certificate

Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components and maintaining a minimum attendance of 70%. Participants who are unable to clear all evaluation components but have a minimum attendance of 70% 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.

Upon successful completion of the course, Kellogg Executive Education grants a verified digital certificate of completion to participants. These courses are graded as pass or fail; participants must receive 80% to pass and obtain the certificate of completion for each course.

Note:
-All certificate images are for illustrative purposes only and may be subject to change at the discretion IIM Kozhikode and Kellogg Executive Education. IIM Kozhikode and Kellogg Executive Education reserve the right to change the certificate and specifications without notice.
-This online certificate programme does not grant any academic credit or a degree from Kellogg Executive Education

Programme Details

Programme Start Date	**March 14, 2025**
Programme Fee	**INR 4,00,000 + GST**
Eligibility	**Any graduate/diploma holder; minimum 10 years of experience**
Duration	**30 weeks I 4-6 hours every week**

Note:
*GST (currently @ 18%) will be charged extra on these components.
*Instalment payment options available.
*Additional convenience charges will be applicable on instalment payments.
*For detailed information on instalment payments reach out to your programme advisor.

Programme Details

Orientation

Flexible self-paced, pre-recorded learning modules in an online format, with 22 weeks of content by IIMK faculty and 8 weeks of content from Kellogg Executive Education.

5 live sessions by IIMK Faculty

5 success coach sessions

Timely follow up and support

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 Programs. IIMK set up a Satellite campus at Info park, Kochi, in 2013 dedicated to Executive Education. IIMK has also the unique distinction of launching a PhD (Practice Track) programme for working professionals besides bringing in new dynamic programmes such as the one-year Post Graduate programme in Business Leadership (2019) MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE a first-of-its-kind start-up incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2024: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK) and is on the verge of a triple-accreditation crown.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top-80 open-enrolment executive program providers globally for the year 2024. The feat has further consolidated the 28-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered in global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full time MBA programme. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organisations, which also includes several Fortune 500 companies in the process.

#4
70 Global | Rank #4 in India
Financial Times, Open
Enrolment Rankings 2024

#3
Top B-School
in India*
Source: NIRF, 2024
*Management Category

About Emeritus

Emeritus is committed to teaching the skills of the future by making high-quality education accessible and affordable to individuals, organizations, and governments worldwide. It does this by collaborating with more than 80 top-tier universities across the United States, Europe, Latin America, Southeast Asia, India, and China. Emeritus' short courses, degree programs, professional certificates, and senior executive programs help individuals learn new skills and transform their lives, companies, and organizations. Its unique model of state-of-the-art technology; curriculum innovation; and hands-on instruction from senior faculty, mentors, and coaches has educated more than 350,000 individuals across 80+ countries.

The Kellogg Executive Education Advantage

Kellogg Executive Education empowers business leaders to foster growth in themselves, their teams, and their organizations. Their renowned faculty, consisting of the world's best researchers, educators, and practitioners, provide practical insight that participants can apply as soon as they return to work. Providing a collaborative, immersive environment for its executive development programs, Kellogg Executive Education serves a variety of businesses and executives from a myriad of industries and geographies.

#1 For marketing programs in the US
Source: U.S. News & World Report 2024

#8 Best B-school in the US
Source: QS Global Rankings 2024

Apply for the programme here

APPLY NOW

Refer your colleague and earn benefits

REFER NOW

Finance options available

KNOW MORE

WhatsApp an advisor on +91 86570 38243*

*This number does not accept any calls. Please message your queries.

For registration and any other information, please get in touch with us at **iimk.execed@emeritus.org**

In collaboration with

EMERITUS

Erulearning Solutions Private Limited (a company incorporated in India) is a subsidiary of Eruditus Learning Solutions Pte Ltd (a company incorporated in Singapore), and operates under the brand name of 'Eruditus' and 'Emeritus'.