



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

Professional Certificate Programme in AI-Powered Decision Making





Table of Contents

About Professional Certificate Programme in AI-Powered Decision Making	3

The IIM Kozhikode Advantage - From The Director's Desk	4

Key Features	5

Who Is This Course For?	6

Eligibility	7

Application Process	7

Industry Trends	8

Key Learning Outcomes	9

Learning Path	11

Case Studies and Tools	15

Certificates	17

IIM Kozhikode faculty	18

About IIM Kozhikode	19

About Simplilearn	20

About Professional Certificate Programme in AI-Powered Decision Making

The Professional Certificate Programme in AI-Powered Decision Making 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 program 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 25-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 program 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



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



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: sequencer.ai](https://sequencer.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)
- ✓ **TradelIX:** 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

Professor, 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. Prof. Jijo Lukose P J

Professor, Finance, Accounting & Control

Research Areas

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



Prof. Dharun Kasilingam

Assistant Professor (Grade I), 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. IIMK set up a Satellite campus at Info Park, Kochi, in 2013, dedicated to Executive Education. IIMK also has the unique distinction of launching a PhD (Practice Track) programme for working professionals, in addition to introducing new dynamic programmes, such as the one-year Postgraduate 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 programme providers globally for the year 2024. This feat has further consolidated the IIM's 29-year footing in an exclusive list of the foremost providers of executive education in the world. The institute had also entered the global top-100 at Rank #77 for FT Masters in Management (MIM) 2023 Rankings, for its full-time MBA programme. It further improved its position by nine spots to reach Global Rank #68 in 2024. 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.

Ranked #3

NIRF India Rankings 2024: Management

EQUIS + AMBA

Double accreditation

Ranked #2

Atal Innovation Rankings (ARIIA),
2021

1st in Asia

Pioneer interactive learning via
satellite delivery

4

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

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 program details at:

iimkozhikode.simplilearn.com/pcp-in-ai-decision-making-course

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

Executiveprogram@simplilearn.net

IIMK MDP Office Contact Details:

Phone number: 0495 2809557

Email ID: mdp1@iimk.ac.in





USA

Simplilearn Americas, Inc.
5851 Legacy Circle,
6th Floor, Plano, TX 75024,
United States
Phone No: +1-844-532-7688

INDIA

Simplilearn Solutions Pvt Ltd.
53/1 C, Manoj Arcade, 24th Main Rd,
Sector 2, HSR Layout,
Bengaluru - 560102,
Karnataka, India
Phone No: 1800-212-7688

For more information, please visit:

www.simplilearn.com