

## SEMSETER-IV

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme	MBA				Branch/Spec.	Innovation, Entrepreneurship and Venture Development (Minor Specialization - Fintech, Investment Banking and Artificial Intelligence)				
Semester	IV				Version	2.0.0.0				
Effective from Academic Year			2026-27		Effective for the Batch admitted in			January 2026		
Course Code	IVA01AIT		Course Name		AI Integration for Techno-management Professionals					
Teaching Scheme					Examination Scheme (Marks)					
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0		4	Theory	60	40	100	
Hours	4	0	0		4	Practical				
Pre-requisites										
Course Outcomes										
On successful completion of the course, the students will be able to:										
CO1	Students will be able to analyze the evolving ecosystem of AI technologies and articulate the strategic significance of prompt engineering for optimizing managerial and professional outcomes.									
CO2	Students will be able to apply diverse AI tools and platforms to enhance efficiency, collaboration, and innovation in research, analytics, and project management processes.									
CO3	Students will be able to evaluate AI-driven solutions across functional domains such as operations, marketing, finance, and human resources to recommend strategies for process automation and data-informed decision-making.									
CO4	Students will be able to design an integrated framework for AI-enabled professional communication and leadership, embedding responsible AI principles, ethical considerations, and continuous learning for sustainable career advancement.									
Theory Syllabus										
Unit	Content								Hrs.	
1	Foundations of AI Strategy & Leadership, The AI Revolution in the Workplace: A Strategic View, AI, ML, LLMs & Generative AI: A Manager's Guide, The Art of Prompt Engineering: Crafting Effective Prompts, The Landscape of AI Tools: Categories & Key Players, Leading in the Age of AI: Fostering Augmentation over Replacement, Developing an AI Adoption Strategy for a Team or Department, Responsible AI: Ethics, Bias, Transparency & Job Displacement, IP, Copyright & Data Security with Generative AI, AI Tools Focus: ChatGPT, Google Gemini, Claude for prompt practice.								12	
2	AI for Personal Productivity & Professional Communication, Brainstorming & Ideation: Using LLMs for Creative Problem Solving, Advanced Research & Synthesis: AI-powered Search Engines, Strategic Communication: Crafting Executive Summaries, Reports & Emails, Personal Branding: AI for Thought Leadership Content, Meeting Management: AI-powered Summaries & Action Items, Project Management: AI-assisted Task Generation & Status Updates, Automating Workflows: Conceptual overview of no-code automation, AI Tools Focus: Perplexity AI, Elicit, Otter.ai, Notion AI.								12	

3	AI Applications in Core Business Functions, Marketing Strategy: Content Creation, SEO, Ad Copy & Customer Segmentation, Sales Enablement: Lead Generation, Personalized Outreach, Sales Forecasting, Operations & SCM: Process Mapping, Risk Sensing, Optimization, Finance Strategy: Financial Summary Generation, Market Analysis, Report Drafting, HR & Talent Management: Job Descriptions, Resume Screening, Performance Reviews, Competitive Intelligence: AI for Market Scanning & Competitor Analysis, The Importance of Human Judgment & Critical Thinking Across Functions, AI Tools Focus: Using ChatGPT/Gemini for functional tasks.	12
4	Framing Strategic Business Problems: Understanding how to define and structure business challenges in technology-driven contexts, Problem framing exercises; brainstorming with AI (ChatGPT, Gemini). AI-Powered Research and Environmental Scanning: Leveraging AI for comprehensive secondary research, literature review, and competitive analysis, Hands-on with Perplexity AI and Elicit for market, academic, and industry research. Data Analysis with Natural Language Interfaces: Using AI to interpret and summarize business data without coding; identifying patterns and insights from structured data, Practice with ChatGPT/Gemini. Structuring the Strategic Narrative: Converting analytical insights into coherent strategic narratives and managerial recommendations, Storyboarding and narrative design with AI text generators. AI-Enabled Presentation Design: Creating professional, visually engaging, data-driven presentations through AI-based design tools, building presentations using Tome, Gamma, or Beautiful.ai.	12
5	Hands-On Workshop: AI for Content Marketing & Automation, developing a Content Strategy: Using ChatGPT/Gemini to brainstorm topics, create a content calendar, and define target audience personas for a product launch., Multi-Format Content Creation: - Writing a blog post and social media captions (LinkedIn, Twitter). - Generating visual concepts and creating marketing images using Canva AI or Microsoft Designer. - Outlining a script for a short promotional video., Basic Workflow Automation: Designing a conceptual workflow in Zapier.	12
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Practical, assignments and tutorials are based on above syllabus.		
Text Books		
1	Mollick, Ethan. Co-Intelligence: Living and Working with AI. WH Allen, 2024.	
Reference Books		
1	Suleyman, Mustafa. The Coming Wave: Technology, Power, and the Twenty-first Century's Greatest Dilemma. Crown, 2023.	
2	Berinato, Scott. Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations. Harvard Business Review Press, 2016.	
3	Agrawal, A., Gans, J., & Goldfarb, A. Power and Prediction: The Disruptive Economics of Artificial Intelligence. Harvard Business Review Press, 2022.	
4	Daugherty, P. R., & Wilson, H. J. Radically Human: How New Technology is Transforming Business and Shaping Our Future. Harvard Business Review Press, 2022.	
5	Christian, Brian. The Alignment Problem: Machine Learning and Human Values. W. W. Norton & Company, 2020.	
6	Kissinger, H. A., Schmidt, E., & Huttenlocher, D. The Age of AI: And Our Human Future. Little, Brown and Company, 2021.	
7	Husain, Amir. The Sentient Machine: The Coming Age of Artificial Intelligence. Scribner, 2017.	
8	Dweck, Carol S. Mindset: The New Psychology of Success. Ballantine Books, 2007. (For the adaptability mindset).	
ICT/MOOCs Reference		
1	Coursera: AI For Everyone – deeplearning.ai (Andrew Ng)	
2	Udemy: Artificial Intelligence for Business Leaders & Managers – Analytics Vidhya	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	2	-	-	2	-	2	3	1	3	2	2	-
CO2	3	3	2	2	2	-	3	3	2	3	3	3	-
CO3	3	3	2	2	-	2	3	3	3	3	3	3	2
CO4	2	2	3	3	3	3	2	2	2	2	3	3	3