

SEMESTER-II

GANPAT UNIVERSITY											
FACULTY OF MANAGEMENT STUDIES											
Program		MBA		Branch/Spec.		MBA (Technology Management)					
Semester		II				Version		1.0.0.0			
Effective from Academic Year				2025-26		Effective for the batch Admitted in			June 2025		
Subject code		IIA01ATP		Subject Name		AI Tools for Professional Growth					
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				
Hours		4	0	0		4	Practical				
Objective:											
To equip students with a strategic framework to leverage a diverse suite of AI tools, enhancing their personal productivity, managerial effectiveness, and leadership capabilities to drive innovation and career growth.											
Course Outcome:											
CO 1: The students will be able to analyze the landscape of modern AI tools and explain the strategic importance of prompt engineering for professional effectiveness.											
CO 2: The students will be able to apply a range of AI tools to accelerate and enhance personal and team productivity in research, analysis, and project management.											
CO 3: The students will be able to evaluate the application of AI tools across core business functions to recommend strategies for process automation and data-driven decision-making.											
CO 4: The students will be able to formulate a strategic approach for leveraging AI in professional communication and leadership, incorporating principles of responsible AI and a mindset of continuous learning to future-proof their careers.											
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	Hands-On Workshop: AI for Strategic Analysis & Presentation, Framing a Business Problem: e.g., "Market Entry Strategy for a New Tech Product", AI-Powered Research: Using Perplexity AI and Elicit for market & academic research., Data Analysis with Natural Language: Using ChatGPT/Gemini to analyze sample CSV data (e.g., customer surveys, sales data) to identify key trends and insights., Structuring a Strategic Narrative: Using AI to outline a compelling story., AI-Powered Presentation Design: Building a professional, data-driven presentation from a simple prompt using tools like Tome or Gamma.	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
Practical content		
Reference Books		
1.	Mollick, Ethan. Co-Intelligence: Living and Working with AI. WH Allen, 2024.	
2.	Suleyman, Mustafa. The Coming Wave: Technology, Power, and the Twenty-first Century's Greatest Dilemma. Crown, 2023.	
3.	Berinato, Scott. Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations. Harvard Business Review Press, 2016.	
4.	Agrawal, A., Gans, J., & Goldfarb, A. Power and Prediction: The Disruptive Economics of Artificial Intelligence. Harvard Business Review Press, 2022.	
5.	Daugherty, P. R., & Wilson, H. J. Radically Human: How New Technology is Transforming Business and Shaping Our Future. Harvard Business Review Press, 2022.	
6.	Christian, Brian. The Alignment Problem: Machine Learning and Human Values. W. W. Norton & Company, 2020.	
7.	Kissinger, H. A., Schmidt, E., & Huttenlocher, D. The Age of AI: And Our Human Future. Little, Brown and Company, 2021.	
8.	Husain, Amir. The Sentient Machine: The Coming Age of Artificial Intelligence. Scribner, 2017.	
9.	Dweck, Carol S. Mindset: The New Psychology of Success. Ballantine Books, 2007. (For the adaptability mindset).	