

SEMESTER-II

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program		MBA		Branch/Spec.		MBA (Innovation, Entrepreneurship & Venture Development)			
Semester		II				Version		1.0.0.0	
Effective from Academic Year				2025-26		Effective for the batch Admitted in			January 2025
Subject code		IIA01AIB		Subject Name		Certificate Program in AI powered Business Analytics			
Teaching scheme						Examination scheme (Marks)			
(Per week)		Lecture(DT)		Practical(Lab.)		Total			
		L	TU	P	TW			CE	SEE
Credit		4	0	0		4		Theory	
Hours		4	0	0		4		Practical	
Objective:									
To equip students with a strategic framework to identify, evaluate, and lead AI-driven ventures by leveraging business analytics to create sustainable value, build competitive moats, and drive innovation.									
Course Outcome:									
CO 1: The students will be able to analyze and interpret business problems by applying foundational and advanced business analytics concepts, using global AI tools to generate insights for strategic decision-making.									
CO 2: The students will be able to formulate data-driven business strategies by leveraging AI-powered analytics frameworks, ensuring competitive advantage through effective use of open-source analytics platforms.									
CO 3: The students will be able to evaluate and implement AI applications across core business functions—marketing, operations, finance, HR, and customer service—demonstrating measurable impact through hands-on projects with industry-grade AI tools.									
CO 4: The students will be able to design, develop, and present a market-ready AI-powered analytics solution, integrating product management, go-to-market strategy, ethical AI practices, and practical deployment using AI technologies.									
Theory syllabus									
Unit	Content								Hrs
1	Foundations of Business Analytics in the AI Era, Business Analytics Landscape, Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics, Analytics Maturity Curve, Data as a Strategic Asset, Data Sourcing, Data Cleaning, Data Structuring, AI Value Proposition in Analytics, Automation in Analytics, Prediction in Business Decisions, Personalization in Analytics, Case Study – Analytics-Driven Transformation, Tools – Google Looker Studio, Microsoft Power BI, Tableau Public, Google Dataset Search								12
2	Identifying High-Value Problems, Problem-First Approach, Data Strategy Framework, Data Governance, Data Quality, Data Privacy, Compliance in Data Use, Building Competitive Advantage, Data Moats, Network Effects, Outcome-Based Models, Subscription Analytics Models, Freemium Analytics Models, Economics of Analytics, ROI Measurement, Cost-Benefit Analysis, Scalability of Analytics Solutions, Case Study – Lean Analytics for Startups, Tools – ChatGPT, Zoho Analytics, Datawrapper, OpenRefine								12

3	AI in Marketing, Hyper-Personalization, Churn Prediction, Customer Lifetime Value, AI in Operations, Inventory Forecasting, Process Optimization, AI in Finance, Credit Scoring, Fraud Detection, AI in HR, Recruitment Automation, Talent Analytics, AI in Customer Service, Chatbots, Sentiment Analytics, Role of Chief AI/Analytics Officer, Case Study – Cross-functional AI Transformation, Tools – MonkeyLearn, IBM Watson Assistant (Lite), Google Colab, KNIME Analytics Platform	12
4	AI Product Management, AI Model Lifecycle, UX for Analytics Dashboards, Designing Minimum Viable Analytics Product, Go-to-Market Strategy for AI Products, Market Segmentation for AI, Customer Acquisition for AI Products, Selling AI Analytics, Communicating AI Value to Clients, Investor Pitching for AI Startups, ROI Storytelling for Investors, Key Metrics for AI Startups, Engagement Metrics, Model Accuracy Metrics, Business Lift Metrics, Case Study – B2B AI Analytics GTM Strategy, Free Tools – Notion AI, Trello + Butler AI, Canva, FlowGPT	12
5	Hands-on Practical: Analytics Workflow, Data Sourcing from Open Platforms, Data Cleaning, Exploratory Data Analysis, Predictive Models with Open Datasets, Model Evaluation, Visualization for Decision Making, Corporate KPI Dashboards, Storytelling with Data, AI Chatbots for Customer Engagement, Text Analytics, Sentiment Analysis, End-to-End Capstone Workflow, Strategic Plan for AI Analytics Venture, Tools – RapidMiner, ChatGPT + Code Interpreter, Orange Data Mining, Kaggle	12

Practical content

Reference Books

1.	Agrawal, A., Gans, J., & Goldfarb, A. Prediction Machines: The Simple Economics of Artificial Intelligence. Harvard Business Review Press, 2018.
2.	Iansiti, M., & Lakhani, K. R. Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World. Harvard Business Review Press, 2020.
3.	Moore, G. A. Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers. 3rd Edition, Harper-Collins, 2014.
4.	Feld, B., & Mendelson, J. Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist. 4th Edition, Wiley, 2019.
5.	O'Neil, C. Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy. Crown, 2016.
6.	Daugherty, P. R., & Wilson, H. J. Human + Machine: Reimagining Work in the Age of AI. Harvard Business Review Press, 2018.
7.	Davenport, T. H. The AI Advantage: How to Put the Artificial Intelligence Revolution to Work. MIT Press, 2019.
8.	Rumelt, R. P. Good Strategy Bad Strategy: The Difference and Why It Matters. Crown Business, 2011.
9.	Brynjolfsson, E., & McAfee, A. The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies. W. W. Norton & Company, 2014.
10.	Bostrom, N. Superintelligence: Paths, Dangers, Strategies. Oxford University Press, 2014.
11.	Shapiro, S. Best Practices Are Stupid: 40 Ways to Out-Innovate the Competition. Portfolio, 2011.
12.	Kaplan, R. S., & Norton, D. P. The Balanced Scorecard: Translating Strategy into Action. Harvard Business Review Press, 1996.
13.	Tegmark, M. Life 3.0: Being Human in the Age of Artificial Intelligence. Vintage, 2018.