INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

STRATEGIC AI FOR BUSINESS: ADOPTING GEN AI

Programme Director: Prof. Saravana Jaikumar L.

Programme Dates: December 09 - 13, 2024

Programme Venue: MDC, IIM Calcutta

INTRODUCTION

Generative AI stands at the cutting edge of technological progress, transforming industries and reshaping competitive dynamics. In this era of rapid transformation, it is crucial for organizations to adeptly leverage generative AI to improve their operations and service offerings. This requires a nuanced understanding that spans both deep domain expertise and the technical complexities of generative AI. Yet, a notable gap remains in the marketplace: a division between those proficient in AI technology and those who specialize in business strategy. This division challenges the effective integration of generative AI within organizational strategies, where marrying technological innovation with business insights is paramount.

"Strategic AI for Business Leaders: Scaling Generative AI from Niche to Enterprise Applications" seeks to close this divide. Designed for both strategy-focused managers and technical experts, the programme endeavors to provide a holistic grasp of AI capabilities and the underlying principles of algorithms, sidestepping the technicalities of math and coding. Beginning with task-based Machine Learning, participants will learn to appreciate its utility and foundational concepts, setting the stage for further exploration into foundational models and large language models (LLMs). Through a curriculum that covers the spectrum from small-scale implementations (GPT4, Jasper, etc..) to comprehensive enterprise applications (such as Google Cloud, Azure AI, AWS Bedrock), attendees will emerge with the knowledge to implement AI solutions that drive innovation and secure a competitive advantage. This programme positions itself as a guiding light for leaders and technical professionals aiming to master the strategic and operational facets of the AI revolution.

OBJECTIVES

"Strategic AI for Business Leaders" is uniquely designed to emphasize the management aspects of AI applications without the need for a technical or coding background.

1. Bridge the Knowledge Gap: Close the prevalent divide between technical AI expertise and strategic business insight, fostering a unified approach to generative AI application in business settings.
2. Foundational Understanding: Equip participants with a solid understanding of task-based Machine Learning, ensuring they grasp the utility and foundational concepts critical for leveraging AI technologies.
3. Explore Generative AI Models: Dive into foundational and large language models (LLMs) such as GPT-4 and Jasper, elucidating their potential to transform organizational processes and offerings.
4. Practical AI Applications: Provide insights into implementing small-scale AI applications, enabling participants to experiment with and understand the capabilities of generative AI within a controlled environment.
5. Enterprise AI Strategy: Guide participants through the integration of AI solutions at an enterprise level, utilizing platforms like Google Cloud, Azure AI, and AWS Bedrock, to drive innovation and competitive advantage.
6. Strategic Implementation: Teach participants how to strategically deploy AI technologies across various business functions, ensuring alignment with organizational goals and enhancing operational efficiency.

KEY TOPICS

- AI and ML Fundamentals - An overview of artificial intelligence and machine learning, introducing key concepts and terminology.
- Predictive Analytics Essentials - Exploring the basics of predictive analytics and its significance in forecasting and decision-making.
- Marketing and Predictive Analytics - How predictive analytics transforms marketing strategies, enhancing customer insights and engagement.
- Unsupervised Learning in Business - Understanding unsupervised learning and its applications in uncovering hidden patterns and insights in data.
- Foundational Models for Managers - What managers need to know about foundational AI models to leverage them effectively in strategic planning.
- Boosting Efficiency with Small-Scale AI - Identifying opportunities for implementing small-scale AI applications to improve operational efficiency.
- AI at the Enterprise Level - Scaling AI solutions to drive transformation and competitive advantage across the enterprise.
- Navigating Google Cloud, Azure AI, & AWS Bedrock - A guide to the leading AI platforms and how they can be utilized to support business objectives.
- Strategies for AI Implementation - Best practices for the strategic implementation of AI technologies, ensuring alignment with business goals and maximizing ROI.

PEDAGOGY

This programme employs a dynamic and integrative pedagogical approach, combining interactive case studies, insights into strategies of leading firms and hands-on exercises. Through real-world examples, participants will explore successful AI adoption strategies, engage directly with the technology through practical activities, and gain valuable knowledge from thought leaders in the field, ensuring a comprehensive understanding of how AI can drive business excellence.

WHO MAY ATTEND

We are addressing this MDP for people who want to learn how to build & nurture brands in real world. Such people may already be in the marketing function in fast moving consumer goods (FMCG), durable products or services. This programme will be of interest to middle level marketing managers whose principal responsibilities lie in managing brands in their portfolio of products. Managers from other functional areas, especially from sales, advertising and commercial activities would also find the programme relevant.

PROGRAMME DIRECTOR

Dr. Saravana Jaikumar L. is an Associate Professor in Marketing area at IIM Calcutta. He is a Fellow (Ph.D.) of Marketing from IIM Ahmedabad and MBA from Cardiff Business School, UK. His research work has been published in reputed international journals including Journal of Advertising Research, Journal of Business Research, Marketing Letters and Journal of Product and Brand Management. He is interested in research related to pricing, pharmaceutical price regulation, and consumer behavior at the 'bottom of the pyramid'. His research work is mainly quantitative in nature and includes application of machine learning and artificial intelligence techniques to resolve marketing issues.

PROGRAMME DETAILS

☐ **Programme Commencement:** 9:00 AM on December 09, 2024

☐ **Programme Conclusion:** 2:00 PM on December 13, 2024

☐ **Accommodation:** For Residential participants, on single occupancy

- **Check-in:** December 08, 2024 (6:00 PM onward)
- **Check-out:** December 13, 2024 (2:00 PM)
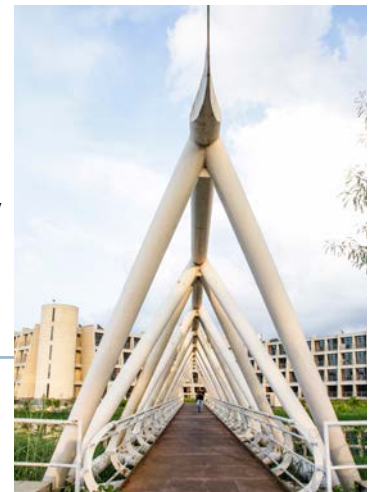
PROGRAMME FEES

☐ **Residential (R):** ₹ 1,35,000/- plus taxes and surcharges as applicable.

☐ **Non-Residential (NR):** ₹ 1,25,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 01, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.

HOW TO APPLY

- You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: https://iimcal.ac.in/mdp/mdp-calendar
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with a Proforma Invoice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo. /relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA'S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) & EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta's MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023

Our correspondence address is as follows:

CMDP Office
Management Development Centre (MDC)
Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104
Phone: **Board** +91 33 7121 6000-01, #6012, 6016 | **Direct** +91 33 7121 6016
Email: program_mdp@iimcal.ac.in | Weblink: https://www.iimcal.ac.in/mdp/mdp-calendar

**For all other details on administrative matters please refer to the 'Guidelines for Participants'
on our website or e-mail to program_mdp@iimcal.ac.in**