



S. P. Jain Institute of Management & Research (SPJIMR)

# Executive Programme in AI for Business Leaders

7 Months | Designed and Delivered by SPJIMR Faculty

- Campus Immersion at SPJIMR, Mumbai
- SPJIMR Executive Alumni Status
- Industry-Focused Curriculum with Specialisation Tracks for AI-Driven Impact
- No Prior Coding Knowledge Required

# About SPJIMR



**All-India Private B-School  
Business Today MDRA India's  
Best B-Schools Ranking 2025**



**Financial Times (FT)  
Global MBA Ranking  
2026**



**Financial Times (FT)  
Masters in Management  
Ranking 2025**



**MHRD's NIRF All  
India Management  
Category, 2025**

S. P. Jain Institute of Management & Research (SPJIMR), established in 1981 in Mumbai, is one of India's leading management institutes. Consistently ranked among the top 10 Indian B-schools, it has built a strong global reputation for fostering responsible innovation that creates meaningful societal impact. Known for its innovative and socially conscious approach to management education, research, and community engagement, SPJIMR seeks to influence managerial practice while promoting the values-driven growth of its students, alumni, organisations, leaders, and society at large.

## Triple Crown Accreditation



Accredited by the Association to Advance Collegiate Schools of Business (AACSB), Association of MBAs (AMBA, UK), and EFMD Quality Improvement System (EQUIS), SPJIMR is part of an elite group of institutions worldwide to hold the prestigious 'Triple Crown' accreditation, placing it among the top 1% of global business schools.

## Global Alumni Network

The institute has a vibrant network of over 18,000 alumni who hold high-impact leadership roles across the globe in large corporations, family-managed businesses, entrepreneurial ventures, and non-profit organisations. The SPJIMR alumni community remains deeply invested in the success of both fellow alumni and the institution.



# About the **AI for Business Leaders Programme**

According to Deloitte's State of AI in the Enterprise Report 2026, Indian enterprises lead their global peers in AI adoption, with 40% reporting significant or full usage, compared to a global average of approximately 28%. Yet only 0–4% report a high level of AI expertise, compared to 2–8% globally. The gap today is not in access to AI tools, but in the leadership capacity to evaluate, commission, and govern them with business rigour.

The 7-month **Executive Programme in AI for Business Leaders** by S. P. Jain Institute of Management and Research (SPJIMR) is designed for business leaders, functional heads, and entrepreneurs who need to lead AI initiatives within their function or organisation. The programme integrates core business management principles with cutting-edge AI capabilities, spanning AI-driven innovation, Generative AI, intelligent automation, Agentic AI, Machine Learning, and data-driven decision-making, equipping leaders with the frameworks to govern and scale AI across the enterprise.

With a structured learning experience, this programme brings together learning from experts and learning by doing, both critical to developing the **intuition and strategic judgement** needed to move from conceptual awareness to confident, informed decision-making. Learners also benefit from an on-campus immersion at SPJIMR, Mumbai, enabling deeper engagement with faculty, peer learning, and valuable networking opportunities. Towards the end of the programme, learners select a specialisation track to explore industry-specific use cases and work on a domain-specific Capstone Project, ensuring that learning translates into real-world business impact.



Upon successful completion, learners receive a Certificate of Completion from S. P. Jain Institute of Management and Research, one of the world's Triple Crown-accredited business schools, along with an opportunity to earn the prestigious SPJIMR Executive Alumni Status.

*Source: World Economic Forum, Future of Jobs Report 2025*










## Designed and Delivered by SPJIMR Faculty

-  7-Month Blended Programme
-  Flexible Learning Format




## Campus Immersion at SPJIMR, Mumbai

-  Faculty and Expert Engagement
-  Peer Collaboration
-  Capstone Project Presentation and Mentoring

## SPJIMR Executive Alumni Status

-  Lifetime Executive Alumni Status
-  Browsing Access to the SPJIMR Library on Campus
-  Invitations to SPJIMR Webinars and Business Conclaves

## Industry-Focused Curriculum with Specialisation Tracks

-  Domain-Specific Tracks in Finance, Marketing, Operations, and Technology
-  Solve Real-World Business Problems Within Your Domain
-  Explore Leading AI Tools

# Key Highlights



## Duration

7 Months



## Flexible Learning Delivery Format

Delivered in a blended format combining SPJIMR-led live sessions, self-paced learning, and an on-campus immersion, requiring approximately 5–7 hours of effort per week.



## Designed and Delivered by SPJIMR Faculty

Industry-relevant curriculum designed and delivered by SPJIMR faculty with a focus on AI-led business transformation and leadership applications.



## Executive Masterclasses

Learn from senior business leaders through executive masterclasses that provide practical insights into AI adoption, innovation, and business impact across industries.



## No Prior Technical Background Required

Designed for business professionals seeking to understand and leverage AI effectively, without requiring prior technical or programming experience.



## On-Campus Immersion

A four-day campus immersion at SPJIMR, Mumbai, for deeper learning, in-person faculty engagement, and meaningful peer-to-peer networking with professionals from diverse industries.



## Specialisation Tracks with Industry-Specific Use Cases

Explore industry-focused tracks featuring domain-relevant AI use cases and business applications.



## Hands-on Learning

Explore leading AI tools through guided demonstrations and hands-on prototyping.



## Learning Support

Receive personalised assistance and dedicated support from a Programme Manager throughout the programme.



## Executive Alumni Status

Earn Executive Alumni Status from SPJIMR and join a global community of 18,000+ alumni in leadership roles.








## Recognised Credentials

Earn a Certificate of Completion from SPJIMR upon successful completion of the programme.

# Who is this Programme For?

The programme is ideal for **professionals who want to lead and drive AI initiatives** with a strong business focus, without the need to become technical specialists.

-  **Mid-to-Senior Professionals and Business Unit Leaders** responsible for driving growth, efficiency, and innovation within their organisations, and looking to leverage AI as a strategic enabler
-  **Entrepreneurs and Business Owners** looking to embed AI into their business models, build competitive advantage, and scale through intelligent, technology-enabled operating models
-  **Senior Executives and C-suite Leaders** seeking a structured, executive-level understanding of AI's strategic implications, including governance, risk, and long-term competitive positioning, to lead enterprise-wide AI transformation
-  **Technical and Strategy Consultants** advising clients on AI adoption, digital strategy, and transformation initiatives, and seeking a stronger business-led perspective to design and implement AI solutions
-  **Functional Heads and Domain Specialists** aiming to apply AI within their domain for improving decision-making, customer experience, and operational performance



# Key Learning Outcomes

- ✓ Navigate the AI landscape with a clear understanding of AI, Machine Learning, Generative AI, and Agentic AI, and identify where each creates business value.
- ✓ Frame and lead enterprise AI strategy by evaluating AI opportunities, building prioritised AI portfolios, and driving AI-led business transformation.
- ✓ Harness Generative AI, intelligent automation, and digital copilots to improve productivity, redesign business processes, and unlock new sources of value.
- ✓ Apply Responsible AI principles while commissioning, evaluating, and governing AI solutions by assessing ethical, governance, and risk considerations, engaging effectively with technical teams and vendors, and overseeing AI deployment, scaling, and value realisation.
- ✓ Leverage data, analytics, and decision science to enhance executive decision-making, strategic judgement, and AI-enabled business outcomes.
- ✓ Design, evaluate, and oversee Agentic AI systems for automating complex, multi-step business processes while ensuring appropriate governance, risk management, and human oversight.
- ✓ Lead AI transformation by building AI-ready organisations, developing cross-functional AI capability, and fostering a culture of innovation and responsible AI adoption.



# Campus Immersion at SPJIMR

The programme includes a thoughtfully designed four-day campus immersion at SPJIMR, Mumbai, scheduled at the conclusion of the learning journey.



## Faculty and Expert Engagement

Learners engage directly with senior faculty through structured in-person sessions designed to deepen and consolidate their learning.



## Peer Collaboration

Peer-led discussions and collaborative reviews bring together diverse perspectives from across the cohort.



## Capstone Project Presentation and Mentoring

Learners present and refine their Capstone Projects with guidance from faculty mentors and industry practitioners, with an emphasis on practical application and business impact.



## Industry Interactions

Curated interactions with senior industry leaders and executives provide learners with exposure to real-world leadership challenges and contemporary business thinking.

**Note:** The above details are indicative and subject to change.





## **Prof. Ashish Desai**

**Associate Professor,**  
Information Management and Analytics

Prof. Ashish Desai has over 27 years of experience building technology-driven financial services businesses across the Middle East, Africa, and South Asia. His experience spans entrepreneurship, industry, and policy-making. He has served as Director of Monitoring and Evaluation at the Development Monitoring and Evaluation Office (DMEO), NITI Aayog, where he was responsible for monitoring trade finance and commerce ministry schemes, working on the TIME Lab (Technology and Innovation for Monitoring and Evaluation), and training state governments in monitoring and evaluation.

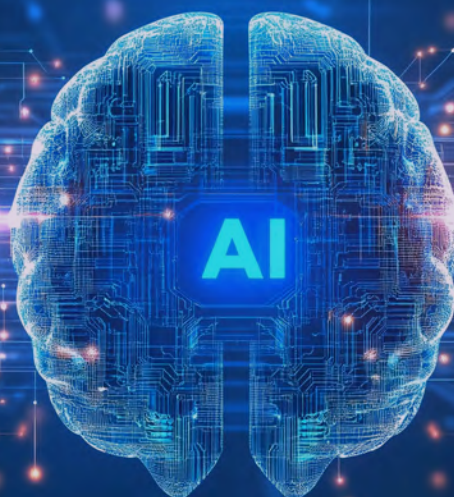
He has worked across organisations such as Jumo, Aditya Birla Group, Motorola, FirstRand Bank, and Comviva, with experience in digital payments, branchless banking, digital lending, and microfinance. His research interests lie at the intersection of technology and financial services, including digital financial literacy, alternative data for public policy, and digital public infrastructure. He holds a degree in engineering from VJTI Mumbai, an MMS from JBIMS, and a Ph.D. from IIM Kozhikode.



## **Prof. Debmallya Chatterjee**

**Professor,**  
Operations, Supply Chain Management and Quantitative Methods

Prof. Debmallya Chatterjee is a Professor in Operations, Supply Chain Management and Quantitative Methods at SPJIMR. With over two decades of academic experience, he has been involved in teaching, training, and research. He has trained MBA students and corporate professionals and has worked with organisations across sectors, including manufacturing, automobiles, renewable energy, consultancy, and pharmaceuticals, through Management Development Programmes. He holds a Ph.D. from IIT (ISM) Dhanbad, an MTech from NIT Durgapur, a Master's in Information Technology from MAHE Manipal, and an MSc in Mathematics from the University of Burdwan.



The **Executive Programme in AI for Business Leaders** is designed to take learners through a progressive learning journey, moving from AI awareness to application to leadership. It starts with establishing the strategic and analytical foundations of AI, followed by advanced topics such as Machine Learning, Generative AI, Agentic AI, enterprise governance, and leadership capabilities required to drive AI adoption at scale. The programme culminates in industry-specific specialisation tracks and a Capstone Project focused on real-world business impact.

## MODULE 1 AI, Innovation, and Business Strategy

This module establishes the broader strategic context within which AI operates. Building on the foundations of technological change and innovation, it examines how AI is reshaping industries, disrupting competitive positions, and accelerating business model transformation. Learners develop a strategic understanding of AI, Machine Learning, and related technologies from an executive perspective, while exploring how data has evolved into a critical enterprise asset. The module also traces the evolution from traditional automation to intelligent systems and equips learners to identify high-impact opportunities where AI can enhance business decision-making and competitive advantage.

### Topics Covered

- Technology Waves, Disruption, and Innovation Cycles
- Data as a Strategic Enterprise Asset
- From Digitisation to Intelligent Enterprises: Business Model Transformation
- Traditional Automation to AI: Business Workflow Automation, Manufacturing Robotics, and Beyond
- AI, ML, and Deep Learning: Executive Perspective
- AI as a Decision-Support Tool: Opportunity Identification

## MODULE 2 Data, Analytics, and Decision Science

This module focuses on the foundations that enable effective AI adoption, including enterprise data ecosystems, analytics, cloud infrastructure, and governance. Recognising that AI is only as effective as the data and infrastructure that support it, learners develop an intuitive understanding of how modern data architectures, cybersecurity considerations, and data governance practices drive organisational value. The module also builds analytical thinking and decision science capabilities, helping leaders interpret insights, evaluate evidence, and communicate data-driven recommendations with confidence.

### Topics Covered

- Enterprise Data Architecture and Governance
- Cloud Storage, Cybersecurity, and Data Sovereignty
- Big Data Ecosystems and Modern Data Infrastructure
- Analytics Maturity Spectrum: From Dashboards to AI-Driven Insights
- Data Visualisation and Executive Storytelling

## MODULE 3 Machine Learning for Competitive Advantage

This module explores how Machine Learning can be applied across business functions to drive competitive advantage. Learners will understand key ML techniques and their practical applications in areas such as forecasting, risk management, customer growth, and operational optimisation. The module develops the ability to interpret model outputs, evaluate when different analytical approaches are appropriate, and understand the trade-offs between statistical models and more complex AI systems. It also builds awareness of model bias, explainability, and responsible decision-making in AI-enabled environments.

### Topics Covered

- Forecasting, Classification, and Risk Modelling
- Segmentation and Growth Analytics
- Statistical Modelling and Interpretable ML: When and Why They Outperform Black-Box AI
- Model Interpretation and Bias: Technical Awareness and Leadership Decision-Making Lens

## MODULE 4 Generative AI and Intelligent Automation

This module focuses on the transformative role of Generative AI in enhancing productivity, automating knowledge work, and redesigning enterprise workflows. Learners will explore how Large Language Models, conversational AI systems, and multimodal technologies are reshaping the way organisations create, communicate, and deliver value. The module also examines prompt engineering, workflow design, and intelligent automation approaches that enable effective human-AI collaboration. Particular emphasis is placed on practical enterprise adoption, including governance considerations such as hallucinations, data protection, and output validation.

### Topics Covered

- Large Language Models and Transformers
- Prompt Engineering and Enterprise Workflow Design
- Conversational AI: Designing and Prototyping Customer-Facing Chatbots
- Intelligent Automation: Workflows, Process Design, and Business Integration
- Multimodal AI and Digital Copilots
- Responsible Generative AI: Hallucination, Data Safety, and Output Validation

## MODULE 5    Agentic AI

This module introduces Agentic AI and its ability to autonomously plan, reason, coordinate, and execute tasks across complex business environments. Learners will understand the conceptual foundations of autonomous agents, multi-agent systems, and agent orchestration frameworks that enable intelligent workflow execution. The module explores emerging enterprise use cases, ranging from customer service automation to sophisticated decision-support systems, while also examining the risks, governance requirements, and human oversight mechanisms necessary for responsible deployment.

### Topics Covered

- Conceptual Foundations of Agentic AI
- Core Capabilities, Architecture, and Multi-Agent Systems
- Agent Orchestration: Designing and Managing Multi-Agent Workflows
- Applications and Use Cases: From Customer Service Automation to Complex Enterprise Workflows
- Risks, Governance, and Human Oversight

## MODULE 6    Leading, Governing, and Scaling AI

This module moves from understanding AI capabilities to leading AI-driven transformation at enterprise scale. It equips leaders with the skills required to formulate AI strategy, prioritise investments, manage AI portfolios, and drive measurable business outcomes. The module explores organisational design considerations, capability building, workforce transformation, and the development of AI-ready cultures that support sustainable adoption. It also addresses responsible AI practices, governance frameworks, ethical considerations, and risk management approaches that enable organisations to scale AI confidently and responsibly.

### Topics Covered

- AI-Driven Competitive Strategy: Portfolio Management, Opportunity Mapping, Prioritisation, and ROI Realisation
- Organisational Design for AI Readiness: CAIO Roles, Workforce Restructuring, Capability Building, and Change Management
- Building an AI-Ready Culture: Cross-Functional Collaboration and AI Literacy Programmes
- Responsible AI at Enterprise Scale: Ethics Frameworks and Governance as a Competitive Advantage

## INDUSTRY SPECIALISATION TRACKS

This module enables learners to choose from industry-focused specialisation tracks and apply AI concepts within their selected domain. Each track is designed to deliver tailored, AI-driven business impact through domain-relevant use cases, frameworks, and decision-making approaches.

### Financial Services and FinTech

- AI in UPI and Real-Time Payments Ecosystems
- Digital Lending and Alternative Credit Scoring
- Fraud Detection, AML, and Cyber Analytics
- Platform Banking, Embedded Finance, and Personalisation at Scale

### Supply Chain / Operations

- Industry 4.0, IoT, and Digital Twins
- Predictive Maintenance and Asset Optimisation
- AI-Driven Production Planning and Quality Analytics
- Intelligent Supply Networks and Manufacturing Resilience

### Digital Marketing and MarTech

- AI-Driven Customer Segmentation and Targeting
- Personalised Content, Digital Marketing Automation, and Campaign Management
- Predictive Analytics and Customer Insights
- Omnichannel Marketing and Experience Orchestration

### Technology Leadership

- Shaping Enterprise AI Strategy and Aligning Technology with Business Priorities
- Driving AI Platform and Ecosystem Decisions Across Tools, Models, and Vendors
- Leading Cross-Functional AI Initiatives and Enterprise Digital Transformation
- Governing AI Systems: Performance Engineering and Organisational Accountability

## CAPSTONE PROJECT

The Capstone Project provides learners with an opportunity to apply their learning to a real-world business problem within their chosen domain. Learners will identify a relevant use case, design an AI-driven solution leveraging appropriate tools and frameworks, and present their approach and outcomes. This ensures a strong focus on practical application, strategic thinking, and business impact.

*Note: The above curriculum is under the purview of the academic team and is subject to change to ensure alignment with evolving industry requirements*



## AI in Credit Analytics

AI is reshaping how financial institutions assess creditworthiness by leveraging non-traditional data sources. However, greater predictive power often comes with trade-offs in transparency and fairness. Learners will explore how to balance model performance with explainability and governance in AI-driven lending.



## AI in Media Buying and Ad Optimisation

AI-driven programmatic advertising is automating media buying and improving campaign efficiency at scale. At the same time, it introduces challenges around visibility, control, and bias in decision-making. Learners will evaluate how to balance automation with strategic oversight in AI-powered marketing systems.



## GenAI-Based Personalised Content Generation

Generative AI is enabling organisations to create personalised content at scale across channels. However, scaling content creation raises concerns around brand consistency, accuracy, and authenticity. Learners will learn how to integrate Generative AI into marketing workflows while maintaining control and brand integrity.



## AI in Transportation and Logistics Optimisation

AI is optimising logistics through route planning, scheduling, and real-time decision-making. However, purely algorithmic optimisation may overlook real-world constraints and operational nuances. Learners will learn how to integrate AI recommendations with on-ground realities for effective logistics management.



## AI and Consent-Based Data Usage

AI systems rely heavily on personal and behavioural data, raising critical questions around consent and data usage. Organisations must navigate evolving regulations while continuing to innovate. Learners will understand how to design AI systems that embed privacy, compliance, and user trust from the ground up.



### **AI in Sales Forecasting and Planning**

AI is increasingly being used to enhance sales forecasting and strategic planning. While it improves accuracy, it can also create overdependence on model outputs. Learners will explore how to effectively integrate AI into planning processes without compromising strategic judgement.



### **Agentic AI in Loan Underwriting and Approval**

Agentic AI systems are enabling end-to-end automation of complex decision workflows such as loan underwriting. While this improves efficiency and speed, it raises important questions around control and accountability. Learners will examine how to deploy autonomous AI systems responsibly with appropriate human oversight and governance mechanisms.



### **AI Transformation and Enterprise Governance**

A rapidly growing enterprise accelerated Generative AI adoption across business functions, improving productivity and innovation. However, decentralised implementation led to fragmented governance, data security concerns, inconsistent AI practices, and unreliable decision-making. Learners will evaluate how leaders can establish enterprise-wide AI governance while balancing innovation, risk management, and responsible AI adoption.



### **Leading AI Transformation in a Global Capability Centre (GCC)**

A Global Capability Centre (GCC) was tasked with driving enterprise-wide AI transformation across multiple geographies. While fostering innovation and building AI capabilities, the organisation also needed to comply with diverse regulatory requirements, align with global governance standards, and demonstrate measurable business value. Learners will explore how leaders can balance innovation with regulatory compliance while scaling AI across global operations.


*Note: The above case studies are under the purview of the academic team and are subject to change to ensure alignment with evolving industry requirements.*

# Tools and Technologies Covered

The programme provides exposure to a curated set of industry-relevant tools to enable hands-on experimentation, prototyping, and solution design. The focus is on practical application without requiring deep technical expertise.


 **Claude**

 **ChatGPT**

 **Google AI Studio**

 **NotebookLM**

 **LangChain**

 **LangGraph**

 **Hugging Face**

 **Google Colab**

**Power BI**



## Note:

- The programme follows a primarily no-code, business-first approach focused on AI application, experimentation, and solution thinking rather than technical programming depth.
- Tools such as LangChain, LangGraph, Hugging Face, and Google Colab will be covered through instructor-led demonstrations, guided hands-on activities, and case studies.
- Most demonstrations and hands-on activities will use free or trial versions of tools wherever feasible.
- The tools and platforms covered are indicative and may evolve to ensure continued industry relevance.



## AI Use Case Identification - Business Problem to AI Solution

Identify a high-impact business problem in the organisation or domain and design a structured AI solution approach. Learners define the problem framing, required data, solution architecture, expected business impact, and an implementation roadmap.

## Data Visualisation and Executive Storytelling

Analyse a business dataset to uncover meaningful patterns and translate them into a structured executive narrative. The focus is on developing the ability to derive and communicate actionable insights from data.

## RAG-Based Knowledge Assistant

Experience a Retrieval-Augmented Generation (RAG) assistant built over a curated document set. Learners evaluate the quality of responses, identify limitations, and develop an informed perspective on where RAG-based solutions add genuine enterprise value and where they require governance oversight.

## Agentic AI Process Design

Map out an AI agent deployment for a complex business workflow. Learners define the decision logic, human oversight checkpoints, and governance safeguards, developing the managerial framework required to sponsor and oversee autonomous AI systems responsibly.

## Data Privacy and Consent Management

Evaluate the privacy and compliance dimensions of an AI-driven financial service, mapping data flows, user consent frameworks, and regulatory risk.

## Impact Assessment for AI Workflow Automation

Examine an AI-driven workflow that automates a multi-step business process, assessing its efficiency gains, failure modes, and governance requirements. The focus is on evaluating automation proposals critically and making informed decisions.

*Note: The above projects and assignments are under the purview of the academic team and are subject to change to ensure alignment with evolving industry requirements.*



## Certificate of Completion

This is to certify that

\_\_\_\_\_

has successfully completed the  
**Executive Programme in AI for Business Leaders**  
offered by S.P. Jain Institute of Management & Research, Mumbai.

The programme duration was from \_\_\_\_\_ to \_\_\_\_\_

**Prof. Debmallya Chatterjee**  
Programme Director

**Prof. Ashish Desai**  
Co-Programme Director

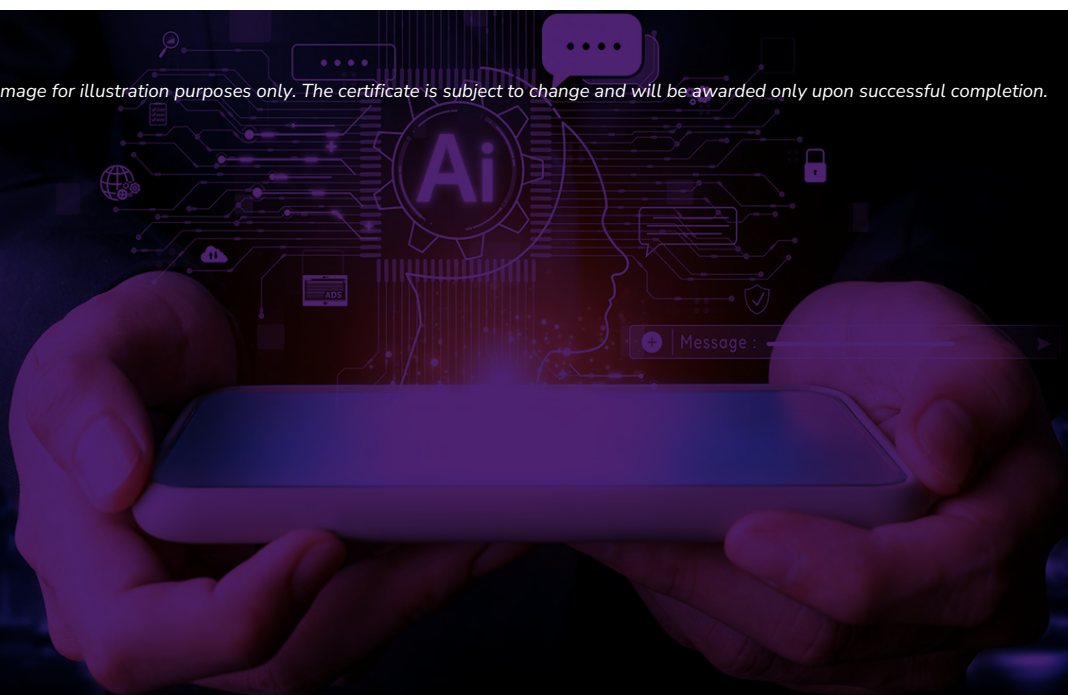


Issued date:

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Bharatiya Vidya Bhavan's S.P. Jain Institute of Management & Research

*Note: Image for illustration purposes only. The certificate is subject to change and will be awarded only upon successful completion.*

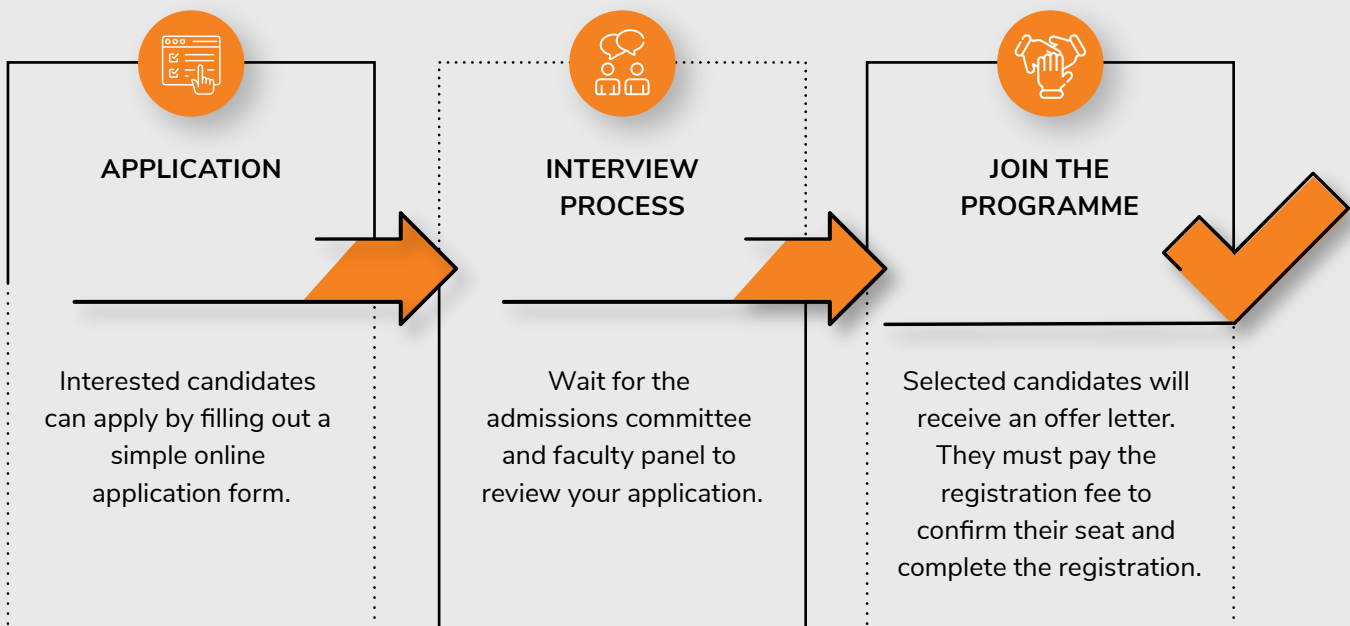


# Eligibility Criteria



Candidates should hold a Bachelor's or a Master's degree and have a minimum of 4 years of work experience.

## Selection Process



## Fee Structure

**Total Fees**

**INR 2,70,000 + GST**

## Financial Assistance



**Conditions apply:**

The Financial Assistance options are available through Great Learning. Please reach out to the admissions office at 080 4680 1927 for more details.

# About Great Learning



Great Learning is a leading global ed-tech company for professional and higher education. It offers comprehensive, industry-relevant programmes across cutting-edge Technology, Data, and Business domains. These programmes are developed in collaboration with the world's foremost academic institutions, such as MIT Professional Education, Johns Hopkins University, The University of Texas at Austin, Northwestern School of Professional Studies, Deakin University, Indian Institute of Technology Bombay, S. P. Jain Institute of Management and Research, Great Lakes Institute of Management, and more.

Programmes offered by Great Learning are constantly reimagined and revamped to address the dynamic needs of the industry. Offered in blended, classroom, and purely online modes, these programmes are delivered with the help of expert mentors and highly qualified faculty. Great Learning is on a mission to enable transformative learning and career success in the digital economy and has impacted 15 million+ learners from over 170 countries.

**15 Million+**  
Registered Learners

**170+**  
Countries

**500 Million+**  
Learning Hours Delivered

**91%**  
Course Completion Rate

**4.8/5.0**  
Learner Rating

**8400+**  
Industry Mentors

## Ready to advance your career?

### CONTACT US

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☎ +91 8046802009

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