



विद्याविनियोगादिकासः

Executive Education

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD



Strategic Decision Making for Leaders through AI and Analytics

February 10 – 14, 2025

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The advent of Artificial intelligence (AI) has caused a paradigm shift in the business landscape, revolutionizing the way organizations operate. AI has become a catalyst for propelling innovation, and enhancing productivity, while also enabling organisations to expand their horizons and embrace ambitious goals. This programme sensitizes participants on how companies can harness the potential of artificial intelligence (AI) and analytics to make strategic decisions and operate in radically different ways to achieve leadership and excellence in the digital era.

The programme enables participants to diagnose business problems, conduct in-depth analysis of structured and unstructured data using statistical and machine learning techniques, and understand how best to generate business insights and make them actionable. The programme teaches participants how to combine analytics with various emerging technologies and impact firm performance. Through various exemplars and best practices, this programme showcases how to overcome technological and organizational challenges and successfully execute AI and analytics projects for innovation and growth. The programme will cover cases from multiple sectors to illustrate these concepts.



Objectives

- To leverage structured and unstructured data using machine learning techniques and generate tactical and strategic insights for strategic decision making.
- To overcome the technological and organizational challenges in integrating emerging technologies (IoT, digital twins etc.) with capabilities in AI and analytics for achieving competitive advantage.
- To adopt a cross-disciplinary approach for developing competencies, fostering innovation, and implementing projects in AI and analytics successfully.

Content

- The need for analytics and AI for strategic decision making.
- Machine learning and deep learning techniques for structured and unstructured data analysis.
- Managing AI and analytics competencies and projects in organizations.
- Fostering innovation and growth through AI and analytics
- Focus on diverse sectors to illustrate these concepts
- Generative AI for growth

Pedagogy

The pedagogy will include predominantly case based discussions, in-class participation, lectures, exercises, and presentations.

Target Audience

This programme is targeted to managers from private and public sector firms who are involved in strategic decision-making using business analytics, AI and emerging technologies. The programme will also be useful for entrepreneurs and consultants who are seeking strategic use of AI in their work.

Faculty



Prof. Adrija Majumdar (Faculty Chair)
PhD in Management Information Systems

Adrija Majumdar is a faculty and the current chairperson of the Information Systems area at IIM Ahmedabad. At IIMA she teaches courses on digital transformation, social media analytics and managerial computing. She has authored multiple teaching cases registered with IIMA and IIM Calcutta case research centre. She has been involved in executive teaching with organisations operating in the field of retail, health, public sector, infrastructure, finance and banking etc. Her research interests include social media, online communities, analytics, and text mining. Her research articles have been published in reputed international journals such as Information & Management, International Journal of Information & Management, Transportation Research Part E: Logistics and Transportation Review, Information Systems Frontiers, Technology Forecasting and Social Change, Communications of AIS, International Journal of Production Economics, Journal of Retailing

and Consumer Services, Industrial Management & Data Systems, Journal of Organizational Computing and Electronic Commerce, and Annals of Operations Research, etc. She has presented her work at several international and national conferences and has won multiple best paper awards. Her research articles have appeared in conference proceedings of IEEE, ACM, and Lecture Notes in Business Information Processing. She completed her PhD from IIM Calcutta in Management Information Systems and holds a Bachelor of Technology degree in Information Technology. She worked as a senior research assistant at the City University of Hong Kong, Kowloon and in Cognizant Technology and Solutions. She is a secondary member of marketing area and an executive committee member of Brij Disa Centre of AI at IIMA.



How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/3Yrb9i1>

The closing date for receiving applications is **January 27, 2025**. The last date for early bird discount is **January 20, 2025**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please email us at mdp-info@iima.ac.in, connect with us on WhatsApp at 6357435951, or call us at 07971524624.



Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Chair.

Venue & Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee & Payment



INR 200,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by January 27, 2025. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c IIMAHMOEP
HDFC Bank Limited, Ahmedabad Vas trapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____
(Please mention the name of the sponsoring organization)
4. Purpose of Remittance: Strategic Decision Making for Leaders through AI and Analytics
5. IIMA Permanent Account Number (PAN): AAAT11247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number: 24AAA TI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway

<https://bit.ly/3U3v1ov>



Discount

Early Bird Discount: Applications received with payments on or before **January 20, 2025**, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes of IIMA in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.

IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.



Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Short duration Executive Education programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Forces Programme (AFP)
- Online MBA

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences (O&DS)
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation
- Strategy

Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship
- Centre for Management of Health Services
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



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