



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

Professional Certificate Programme in

AI for Business Professionals

Apply AI in your role. Drive real business impact.

From AI-Curious to AI-Confident

Learn | Apply | Execute



6 Months
Programme Duration



Online Blended
Flexible Learning



Starts 30 June 2026
Apply Now



Live AI Pilot
AI Project Dossier

Message

from the

Director



IIM Kozhikode programmes are designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights which empower participants to manage and lead complex business challenges with confidence and informed decision-making ability.

Our growing global footprints, acknowledged and accredited by leading institutions of the world, are a testimony to the growth we have achieved in our 30-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination.

That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

The Professional Certificate Programme in AI for Business Professionals is designed to help professionals build a strong understanding of AI and apply it effectively in real business contexts - enabling them to identify opportunities, use AI tools, and drive meaningful outcomes in their roles.

Wishing you all the very best!

Prof. Debashis Chatterjee

Director IIM Kozhikode

Debashis Chatterjee

AI Is Not Just a Tech Skill Anymore It's a Skill Across Every Function

And those who've adapted are already ahead

Marketing & Sales

of companies are using AI in marketing & sales

42%

Finance

of finance teams actively use AI in operations

57%

Ops & Supply Chain

of companies report >10% revenue gains using AI in supply chain

19%

Strategy

of companies are using AI in strategy & corporate finance

21%



80%

of organizations use AI for efficiency and decision-making initiatives

78%

of companies use AI in at least one business function

The question is no longer “Is AI relevant to my role?”
The question is “How fast can I start using it in my domain?”

AI Has Already Changed Business. Most Professionals and Most Courses Haven't Caught Up Yet.

Every non-technical business professional faces the same impossible choice when it comes to learning AI - and this programme is designed to eliminate it.



Too Technical > You're Lost Immediately

Courses built for engineers assume you already understand Python, ML pipelines, and model training. Business professionals are left confused in sessions that have little relevance to the work they actually do.



Too Theoretical > You Can't Do Anything

Courses that focus on AI concepts and frameworks leave you with ideas but no hands-on skills. You finish knowing what AI is - but still don't know how to use it.



Tool Overload > Paralysis

Without a curated roadmap, professionals jump between dozens of AI tools with no clarity on which to use, when, and how. The result is confusion, not capability.



No Domain Relevance > Low Retention

Generic AI courses don't speak the language of Marketing, Finance, HR, or Operations. Professionals learn in the abstract and forget within weeks - because nothing connected to their real job.

This Programme Is Built Differently - By Design

The **Programme in AI for Business Professionals** was built specifically to bridge the gap between these two extremes. It is **hands-on without being technical, rigorous without requiring code**, and **domain-specific enough** that a Marketing professional and a Finance professional both walkaway with directly usable skills.

Every module is anchored to a real business deliverable - not a quiz, not a theory exam. You build. You apply. You execute. By the end, you don't just understand AI - **you use it to drive measurable outcomes in your role.**

Built for Business Professional, **Not Engineer**

For professionals looking to apply AI directly in their function and day-to-day work

As AI becomes part of everyday operations, there is a growing need for professionals who can apply AI and improve how work gets done - without needing a technical background.



**Senior Managers &
Business Leaders**

Responsible for delivering results, managing teams, and improving processes - looking to use AI to enhance productivity, efficiency, and competitive edge.



**Functional
Professionals**

Domain professionals who want to integrate AI directly into their functional workflows, decision-making, and reporting - not just understand it conceptually.



**Business &
Analytics Professionals**

Involved in planning, reporting, and analysis - want to leverage AI for sharper insights, smarter decisions, and greater organisational impact.



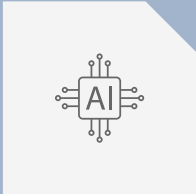
**Consultants &
Client Professionals**

Those looking to apply AI-driven solutions in client engagements, business problem-solving, and strategic advisory - to add tangible, differentiated value.

Most AI programmes teach concepts.
This programme teaches how to apply
AI in your domain and your organisation.



This is not about learning AI.
This is about using AI to drive
results in your role.



GenAI & Agentic AI

Understand how modern AI systems actually work - when and how to use them in real business scenarios.



AI for Your Function - Not Generic Learning

Domain-Specific AI Playbooks across Marketing, Finance, HR, Operations, Sales, Supply Chain.etc



**No Coding.
Pure Business Focus**

Learn AI Without a Technical Background



Flexible, Blended Learning Experience

90+ hours of Self-paced, Live workshops & Projects



Build & Deploy a Live AI Pilot

Implement a real AI solution inside your organization-not a simulation, not a case study.



Build Your AI Project Across 6 Months

Develop and refine your own AI solution step-by-step, from problem to execution.



IIM Kozhikode Certificate

Earn certificate from one of India's top B-school



2 Days Campus Immersion

Spend 2 days on campus with: AI Strategy Case Competition, Capstone presentations, AI Simulations & Peer networking

Why Most AI Programmes Don't Work

And How This One Is Different

What You Get	Too Technical Programs	Too Theoretical Programs	IIM Kozhilode Programme
Focus	Coding, ML models, tools	Concepts, trends, strategy	Business application & execution
GenAI & Agentic AI	Technical deep dive, hard to apply	High-level discussions only	Practical understanding + when & how to use
Relevance to Your Role	Low	Low	High - applied to your function & domain
Hands-on Learning	Coding exercises	Minimal	Build real AI workflows
Real Implementation	Not covered	Not covered	Live AI pilot in your organisation
Business Impact	Indirect	Unclear	Direct - ROI, efficiency, outcomes
Technical Requirement	High	None	None (No coding required)
Outcome	Learn AI tools	Understand AI trends	Apply AI in your work

Most programmes teach you what AI is.
This programme teaches you how to use AI in your role.

6 modules. 26 weeks.

From AI literacy to real-world execution.

A structured progression — each module builds on the last, culminating in a live AI Dossier (AI live Project) and the program ends with an AI Project presentation at IIM Kozhikode campus.

01

AI & Machine Learning Foundations

Weeks 1-4

The AI landscape | ML in business | Data as strategic infrastructure | When AI vs automation

02

Generative AI & Agentic AI

Weeks 5-8

LLMs | Multimodal AI | Autonomous agents | Vendor landscape | Security risks and governance

03

AI Across Business Functions

Weeks 9-12

AI maturity assessment | Use cases across functions | Competitive intelligence | Workforce strategy

04

AI Strategy Design & Governance

Weeks 13-16

Business case development | Financial modelling · Responsible AI | DPDP Act & EU AI Act compliance

05

AI Implementation & Pilot Execution

Weeks 17-20

Design and implement a real AI pilot in your own organisation | Prompt engineering | Agentic implementation

06

Measuring Impact, Scaling AI & Organisational Transformation

Weeks 21-24

ROI analysis | Stakeholder communication | Scaling from pilot to production | Change management

Weeks 25–26 · IIM Kozhikode Campus, AI Project + Campus Immersion

Executive AI strategy presentation | Industry panel evaluation | Certificate ceremony
Peer networking

Your Credential



IIM Kozhikode will award a Certificate of Successful Completion to participants who achieve a minimum of 50% overall score across evaluations and complete all the programme modules successfully.

Faculty and Industry Experts

IIM Kozhikode faculty bring research depth and frameworks that translate into executive action.



Prof. Shovan Chowdhury
Programme Director



With over 20 years of experience in teaching, research, consulting, and executive education, he specialises in business analytics, predictive modelling, statistical learning, and data-driven decision-making. He is a recipient of the Emerald Literati Award 2019, has undergone executive training at Harvard Business School, and has taught more than 5,000 executives across analytics-focused programmes. He has also co-authored books on applied statistics, forecasting, and predictive analytics, and has published extensively in leading international journals in statistics, analytics, and operations research.



Prof. Mohammed Abdulla
Associate Professor Programme Director



With a PhD and M.E. from Indian Institute of Science, he specialises in machine learning, multi-criteria decision making, and information systems. His experience spans academia and industry, including roles as Assistant Professor in Avionics at Indian Institute of Space Science and Technology and as a Researcher in General Motors R&D. He has published research on reinforcement learning, decision-making algorithms, cloud systems, and low-code/no-code technologies, and serves on the Technical Core Committee of the Kerala State IT Mission.



Dr. Aniket Mhala
CAIO/CTO- AI Strategist & Technology



A veteran AI and innovation leader with nearly three decades of experience in digital transformation, enterprise data strategy, and emerging technologies. He currently leads innovation initiatives focused on AI, multi-cloud, and agentic systems, while also advising organisations and universities on responsible AI adoption and governance.



Srikanta Mukherjee
Chief Technology Officer



An experienced technology and business transformation leader with deep expertise in enterprise AI, digital strategy, and large-scale technology implementation. He has worked extensively at the intersection of business and technology, helping organisations translate emerging technologies into measurable business outcomes.



Sandeep K
Chief AI, Data & Analytics Officer



An AI engineer and full-stack developer known for building practical AI-powered products across healthcare, web, and enterprise systems. His work spans generative AI, agentic systems, image search, and AI application development, with a strong focus on shipping scalable solutions quickly and effectively.

Programme Curriculum

Module 1: AI & Machine Learning Foundations (Week 1 to 4)

Course 1: The AI Landscape - From Rules to Intelligence

- AI Technology Taxonomy: Rule-Based Systems → Machine Learning → Deep Learning → Generative AI
- The AI Winter and Why This Time Is Different
- Supervised, Unsupervised, and Reinforcement Learning - When to Use What
- How Models Learn: Training, Inference, and the Role of Data
- Overfitting, Bias, and Why Models Fail
- AI vs Automation: Drawing the Line

Course 2: Machine Learning in Business - Proven Applications

- Predictive Analytics: Forecasting, Churn, Demand Planning
- Classification and Clustering: Customer Segmentation, Fraud Detection, Risk Scoring
- Recommendation Systems: How Netflix, Amazon, and Spotify Work
- Computer Vision Foundations: Object Detection, Quality Inspection, Document Processing
- Natural Language Processing Before LLMs: Sentiment Analysis, Entity Extraction, Search
- When Traditional ML Is the Right (and Cheaper) Choice

Course 3: Data as the Foundation

- Data Requirements for ML: Volume, Variety, Velocity, Veracity
- Structured vs Unstructured Data - Implications for AI
- Data Quality: The Hidden Cost of Bad Data
- Data Governance Fundamentals: Ownership, Lineage, Privacy
- Feature Engineering - The Art That Makes or Breaks Models
- Build, Buy, or Partner: Data Acquisition Strategies
- Introduction to Data Privacy: DPDP Act and GDPR Basics

Workshops:

- **AI Use Case Identification Workshop:** Mapping business problems to AI solution types
- **Data Readiness Reality Check:** Assessing your organization's data maturity

AI Dossier Chapter 1: AI Opportunity Scan



Week 1

AI Technology Decision Tree



Week 2

ML Use Case Mapping (your org)



Week 3

Data Readiness Scorecard



Week 4

Integrated Opportunity Scan

Module 2: Generative AI and Agentic AI (Week 5 to 8)

Course 1: Large Language Models - How They Work and Why It Matters

- Transformer Architecture: Attention, Context Windows, and Tokens
- Pre-training, Fine-tuning, and RLHF - How LLMs Get Smart
- Capabilities: Reasoning, Summarization, Generation, Code, Analysis
- Limitations: Hallucinations, Knowledge Cutoffs, Context Limits
- The Model Landscape: OpenAI, Anthropic, Google, Meta, Open Source
- GenAI Economics: Token Pricing, API Costs, Total Cost of Ownership
- Choosing the Right Model for the Job: Capability vs Cost Trade-offs

Course 2: Multimodal AI - Beyond Text

- Vision Models: Image Understanding, Document Processing, Visual Search
- OCR 2.0: How AI Reads Documents Better Than Humans
- Audio and Speech: Transcription, Voice Generation, Real-Time Translation
- Video Understanding: Summarization, Search, Content Moderation
- Video Generation: Current State and Enterprise Applications
- Multimodal Understanding & Reasoning: Combining Text, Image, and Data
- Enterprise Use Cases: Customer Service, Operations, Compliance, Creative

Course 3: Agentic AI - From Copilots to Autonomous Systems

- The Autonomy Spectrum: Assisted → Augmented → Autonomous
- What Makes an Agent: Goals, Perception, Reasoning, Action, Memory
- Agent Architectures: Single-Agent, Multi-Agent, Orchestration Patterns
- Tool Use: How Agents Interact with APIs, Databases, and Systems
- Planning and Reasoning: Chain-of-Thought, ReAct, Tree of Thoughts
- Current Limitations: Reliability, Hallucination Cascades, Unpredictable Behaviour
- When to Deploy Agents vs Traditional Automation vs Human-in-the-Loop
- Agent-Specific Risks: Unintended Actions, Prompt Injection, Goal Misalignment

Course 4: Vendor Landscape and Risk Management

- The GenAI Vendor Ecosystem: Platforms, APIs, Tooling, Infrastructure
- Hype vs Reality: A Framework for Evaluating Vendor Claims
- Security Risks: Prompt Injection, Jailbreaking, Data Leakage, Model Extraction
- Hallucination Mitigation: Detection, Grounding, and Guardrails
- Vendor Evaluation Framework: Capability, Reliability, Security, Support, Roadmap
- Multi-Vendor Strategies: Avoiding Lock-in While Maintaining Integration
- Contract Essentials: Data Rights, IP Ownership, Liability, SLAs
- Exit Planning and Data Portability

Workshops:

- **GenAI Security Deep-Dive:** Key security considerations and risk management approaches in GenAI systems
- **Vendor Evaluation Workshop:** Structured approaches for evaluating AI vendors and making informed selection decisions

AI Dossier Chapter 2: Technology Assessment



Week 5

LLM Evaluation Matrix
(your use cases)



Week 6

Multimodal AI Applicability Map



Week 7

Agentic AI Use Case
Identification



Week 8

Vendor Evaluation Scorecard

Module 3: AI Across Business Functions: Opportunity Discovery (Week 9 to 12)

Course 1: Organizational AI Maturity Assessment

- The AI Maturity Framework (Six Dimensions)
- Technology Readiness: Infrastructure, Integration Capability, Technical Debt
- Data Readiness: Quality, Accessibility, Governance, Strategic Value
- Talent Readiness: Skills Inventory, Learning Culture, AI Capability
- Process Readiness: Standardization, Documentation, Automation Baseline
- Culture Readiness: Risk Appetite, Innovation Mindset, Change Capacity
- Governance Readiness: Policies, Ethics, Compliance Infrastructure
- Benchmarking Your Organization Against Industry Peers

Course 2: AI Across Functions - 50+ Use Cases That Drive Value

- Marketing & Sales: Personalization, Lead Scoring, Content Generation, Campaign Optimization
- Finance: Forecasting, Fraud Detection, Audit Automation, Financial Planning, AP/AR
- HR: Talent Acquisition, Employee Experience, L&D, Workforce Planning
- Operations: Demand Forecasting, Quality Control, Predictive Maintenance, Supply Chain
- Customer Service: Intelligent Routing, Agent Assist, Self-Service, Quality Monitoring
- Strategy & Analytics: Market Intelligence, Competitive Analysis, Scenario Planning
- Legal & Compliance: Contract Analysis, Regulatory Monitoring, Risk Assessment
- Cross-Functional Synergies: Identifying Compound Value
- Opportunity Prioritization: Quick Wins, Strategic Bets, and Moonshots

Course 3: Competitive Intelligence and Workforce Strategy

- AI Landscape Scanning: What Competitors Are Actually Deploying
- Competitive Threat Assessment: Where AI Shifts Industry Dynamics
- First-Mover vs Fast-Follower: Positioning Strategies
- Proprietary Data as Competitive Moat
- Role-Level Impact Assessment: Which Functions Face Disruption
- Augmentation vs Automation Decision Framework
- Task Decomposition: Breaking Roles into AI-Ready Components
- Role Redesign: Creating New Value from Human-AI Collaboration
- Skills Gap Analysis and Reskilling Roadmaps
- Communication Strategy: Transparency, Timing, and Trust

Workshops:

- **AI Maturity Self-Assessment Workshop:** Structured approach to assess organizational AI readiness and identify key improvement areas
- **Opportunity Portfolio and Workforce Mapping:** Framework to identify, prioritize, and align AI opportunities with business goals and workforce impact

AI Dossier Chapter 3 : Opportunity Portfolio



Week 9

AI Readiness Self-Assessment



Week 10

Functional Use Case Portfolio



Week 11

Competitive AI Landscape Scan



Week 12

Opportunity Prioritization Matrix

Module 4: AI Strategy Design and Governance (Week 13 to 16)

Course 1: Strategic Planning and Business Case Development

- The AI Business Case: Structure, Evidence, and Persuasion
- Financial Modeling: Revenue Impact, Cost Reduction, Risk Mitigation, Strategic Value
- Realistic ROI Projection: Avoiding the Hype Trap
- Total Cost of Ownership: Infrastructure, Talent, Maintenance, Opportunity Cost
- The AI Delivery Lifecycle: Discover → Validate → Build → Deploy → Monitor → Scale
- The Seven Failure Patterns: Why AI Initiatives Fail and How to Avoid Them
- Portfolio Management: Balancing Innovation, Risk, and Speed-to-Market

Course 2: Governance and Responsible AI

- AI Governance Principles: Accountability, Transparency, Explainability, Fairness
- Governance Operating Model: Roles, Responsibilities, Escalation Paths
- Ethics Review Processes: When and How to Engage
- Bias Detection and Fairness Frameworks
- Human-in-the-Loop Patterns: When and Where Humans Must Intervene
- Agentic AI Governance: Autonomy Boundaries, Escalation Triggers, Kill Switches
- Incident Response Planning: When AI Goes Wrong

Course 3: Regulatory Compliance and Architecture Decisions

- India's DPDP Act: Key Provisions and AI Implications
- EU AI Act: Risk Classification and Compliance Requirements
- US AI Regulatory Landscape: Current State and Trajectory
- Industry-Specific Regulations: RBI, SEBI, IRDAI Guidelines
- Cross-Border Data Flows and Data Sovereignty
- Build vs Buy vs Partner: Decision Framework
- Vendor Contract Structuring: IP, Liability, Data Rights, SLAs, Exit Clauses

Workshops:

- **Business Case Development Lab:** Structured approach to build and validate a robust business case for AI initiatives
- **Governance Framework Design:** Designing governance structures and responsible AI practices for effective oversight

AI Dossier Chapter 4: Strategy & Governance Framework



Week 13

AI Business Case
(financial model)



Week 14

Governance Operating Model



Week 15

Regulatory Risk Assessment &
Compliance Checklist



Week 16

Integrated Strategy & Governance
Plan

Module 5: AI Implementation and Pilot Execution (Week 17 to 20)

Course 1: Pilot Design and Execution

- The 90-Day Pilot Framework: Planning, Building, Testing, Learning
- MVP Thinking for AI: Minimum Viable Intelligence
- Scope Definition: Tight Enough to Succeed, Meaningful Enough to Matter
- Success Criteria: Defining What "Works" Before You Start
- Resource Planning: Team, Time, Budget
- Common Pilot Failure Patterns and How to Avoid Them

Course 2: Prompt Engineering and RAG

- Prompt Engineering Fundamentals: Clarity, Context, Constraints, Examples
- Advanced Patterns: Chain-of-Thought, Few-Shot, Role-Based, Self-Consistency
- Retrieval Augmented Generation (RAG): Architecture and Implementation
- RAG Design Decisions: Chunking, Embedding, Retrieval, Ranking
- Multimodal Prompting: Images, Documents, Audio
- Systematic Prompt Testing and Iteration

Course 3: Agentic Implementation and AI Product Management

- Agent Design Patterns for Enterprise Use Cases
- Tool Integration: APIs, Databases, Enterprise Systems
- Guardrails Implementation: Input Validation, Output Filtering, Boundaries
- Human Oversight Points: Where and How Humans Intervene
- AI Product Management: Feature Prioritization, User Research, Edge Cases
- Platform Selection: GenAI Platforms, Agent Frameworks, No-Code Tools

Workshops:

- **Pilot Kickoff Workshop:** Guidance on planning, scoping, and initiating AI pilot projects effectively
- **Prompt Engineering Lab:** Practical introduction to designing and refining prompts for real-world AI applications

AI Dossier Chapter 5: Pilot Results & Lessons Learned



Week 17

Pilot Scope & Tool Selection



Week 18

Core Build & Implementation



Week 19

Testing, Feedback & Iteration



Week 20

Pilot Results Documentation

Module 6: Measuring Impact, Scaling AI, and Organizational Transformation (Week 21 to 24)

Course 1: Performance Measurement and Value Demonstration

- Leading vs Lagging Indicators for AI Projects
- Business Impact Metrics: Revenue, Cost, Efficiency, Quality, Experience
- Technical Performance Metrics
- Agent-Specific Metrics: Task Completion, Autonomy Rate, Escalation Frequency
- Quantitative ROI: Cost-Benefit Analysis, Payback Period, NPV
- Total Cost of Ownership: Ongoing vs One-Time, Hidden Costs
- Industry Benchmarking and Competitive Intelligence

Course 2: Stakeholder Communication and Scaling Decisions

- Go/No-Go Decision Framework: Evidence-Based Scaling Decisions
- Pivoting vs Persisting: When to Kill Projects
- Communicating Results to Boards and C-Suite
- Data Storytelling: Insights Over Numbers
- Managing Expectations and Addressing Skepticism
- Building Credibility
- Customer and Regulatory Disclosure Requirements

Course 3: Production Scaling and Organizational Transformation

- Pilot-to-Production Transition: What Changes at Scale
- Production Readiness: Security, Reliability, Performance, Compliance
- Legacy System Integration: ERP, CRM, Data Warehouses
- Scaling Agentic AI: Production Guardrails for Autonomous Systems
- FinOps for AI: Cost Drivers, Optimization, Budgeting
- Operating Model Options: Centralized, Federated, Hybrid
- AI Team Structures and Talent Strategy
- Change Management: The AI Trust Gap and How to Close It
- Workforce Transition: Reskilling, Redeployment, and Leading with Dignity

Workshops:

- **ROI Presentation Lab:** Document outcomes and communicate the value of AI initiatives effectively
- **Scaling Strategy Workshop:** Framework for planning the scale-up of AI initiatives with the right operating model and adoption approach

AI Dossier Chapter 6 : Scaling Strategy



Week 21

ROI Analysis & Metrics Framework



Week 22

Executive Stakeholder Deck



Week 23

Production Scaling Plan (incl. FinOps)



Week 24

Change Management & Adoption Playbook

Capstone Project (Week 25 to 26)

Overview synthesizing the complete journey.

- Capstone Kickoff and Structure Review
- Strategy Document Workshop
- Presentation Dry Run with Executive Panel
- Final Preparation and Submission

Deliverable: AI Strategy Document and Executive Presentation

AI DOSSIER: AI LIVE PROJECT:

A working AI deployment inside your own organisation.



Your Signature
AI-Project

**Designed, Built,
and Shipped
by You**

Most programmes end with a case study.
This one ends with something you've already shipped.



You pick the problem

(Week 1)

From Day 1, you identify a real business challenge inside your function. This becomes your project canvas for the next 6 months.



Each module ends with AI project that becomes part of AI Dossier

(Week 1-16)

Every module ends with an AI project. By Week 16 you have a strategy document, a business case, and a governance plan- all for your own use case.



You build and run the pilot

(Week 17-24)

You scope the MVP, select the tools, build the core AI workflow, test it with real data, iterate, and document results. This is real implementation.



You present to an industry panel at IIMK Campus

(Week 26)

Evaluated by an industry panel at IIM Kozhikode. You walk away with a portfolio artefact that's real, not theoretical.

- › Your organisation.
Your problem. Your data.
- Unlike simulated projects, your pilot runs on real workflows, real constraints, and real organisational dynamics.

- › Continuous, not episodic
- Most programmes have isolated assignments. Here, every module deliverable is a layer of the same project.

Campus Immersion - Two days at one of India's most prestigious campuses.

Set across 100 acres in the scenic Western Ghats of Kerala, IIM Kozhikode offers an immersive experience that no online programme can replicate.



AI Project Presentations

Present your AI strategy to an industry panel. Get evaluated and recognised.



Faculty & Industry Masterclasses

High-impact sessions led by IIMK faculty and practising AI leaders.



Peer Networking & Cohort

Meet your cohort in person. Build the relationships that last beyond the programme.



AI Governance Crisis Simulation

Navigate a live AI ethics and governance crisis scenario - an immersive, high-stakes learning experience.



AI Strategy Case Competition

Compete with your peers in a real-time AI business challenge- the ultimate test of everything you've learned.



Hands-on AI Tool Lab

Get time in a dedicated AI tools immersion lab - practice, experiment, and push your skills further.

Peer Networking That Lasts a Career

The campus immersion is also your opportunity to build lasting professional relationships with peers from across industries, functions, and organizations - the kind of network that opens doors long after the programme ends.

AI in Action:

What AI Execution Looks Like in Every domain

Enterprise Case Studies That Define AI-First Transformation



Unilever AI in Marketing

Content production for 400+ brands across 190 countries: slow and expensive.

Content savings: 55%. Turnaround: -65%. Led by the CMO.

WHY: A business leader, not a technologist, rewired a core marketing workflow.



Tata Steel AI in Operations

AI-led yield, energy, and maintenance optimization across 50+ models in blast furnaces and mills.

EBITDA savings at industrial scale. ROI ~1:10.

WHY: Value came from integrating AI with operations, not adding a tool.



Mahindra Group AI in Manufacturing

Equipment downtime and slow repairs limiting throughput and driving high maintenance costs.

Availability: 82% → 99%. Maintenance costs: -55%.

WHY: A VP Ops ran a scoped pilot on 12 machines before proposing full rollout.



DBS Bank AI in BFSI

AI projects took 15 months from concept to deployment — not because the technology was slow, but because governance approvals were sequential bottlenecks.

Time-to-market: 15 months → <3 months.

300+ AI models now in production. Governance accelerated deployment rather than slowing it. That is what Module 4 teaches.



Vodafone AI in Customer Service

Complex customer queries required manual intervention despite existing virtual assistant.

End-to-end resolution: 70%. NPS: +8 points.

*Case studies are indicative and may change. All product and company names are trademarks of their owners; use does not imply affiliation or endorsement.

20+ AI Use Cases Across Business Functions

From marketing and finance to operations and customer experience - see how AI drives real impact across domains.

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About IIM Kozhikode

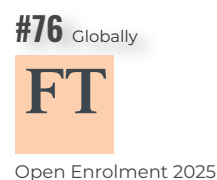
Established in 1996, with its first Post Graduate Programme (PGP 01) officially initiated in 1997, the Indian Institute of Management Kozhikode (IIMK) is on a high-growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. In 2013, IIMK set up a satellite campus at Infopark, Kochi, dedicated to Executive Education. The institute also has the unique distinction of launching a PhD (Practice Track) programme for working professionals, besides introducing dynamic programmes such as the one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). IIMK is also home to IIMK LIVE - a first-of-its-kind start-up incubation programme, the Indian Business Museum and seven Centres of Excellence.

IIM Kozhikode has retained its 3rd position in the NIRF India Rankings 2025 (Management) - marking the third successive year among India's Top 3. The institute also features regularly among top global institutions for its flagship MBA (PGP) and EMBA (EPGP) in the QS World University Rankings. IIMK has leapfrogged 100 spots to secure a place in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. In a remarkable boost to IIM Kozhikode's global credentials, newly launched programmes like PGP-BL (2019) and PGP-Fin (2020) have also entered the Top 151+ programmes worldwide in their respective QS Rankings. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #76 globally in the Financial Times Open-Enrolment Executive Education Rankings 2025. The feat has further consolidated the 30-year's IIM's footing in an exclusive list of the foremost providers of executive education in the world. The institute has also consistently featured among the Top 70 MBA programmes globally in the Financial Times Masters in Management (MiM) Rankings for its flagship PGP. Over the past two decades, IIM Kozhikode has successfully delivered close to 1,450 MDP programmes, training more than 55,000 participants from 200+ organisations, including several Fortune 500 companies.



Accreditations



Enrol in 4 small steps,
Then take a giant leap.



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LET'S TALK
