

## **(015-C&M-01-03) MBA- AI AND MACHINE LEARNING**

### **Significance of the program**

In the tapestry of technology's relentless march, Artificial Intelligence and Machine Learning emerge as the master weavers, stitching together a future where machines not only compute but comprehend, not only process but predict. This program acquaints the students with Artificial Intelligence and Machine Learning Techniques to transform them into innovative leaders taking data-based decisions in management.

### **Career Options:**

- AI/ML Product Manager
- Data Scientist/Analyst
- AI/ML Consultant
- Business Intelligence (BI) Analyst
- AI/ML Researcher

### **Program Objectives**

- To develop business leaders with technical proficiency.
- To integrate AI and ML solutions seamlessly into various business functions, enhancing operational efficiency and effectiveness.
- To instil a strong sense of ethics and responsibility in the development and deployment of AI and ML technologies, addressing issues such as bias, privacy, and transparency.

### **Outcomes of the Program:**

- Students will demonstrate leadership in driving innovation through the identification and implementation of AI and ML applications in their organizations.
- Students will demonstrate a deep understanding of AI and ML concepts, algorithms, and technologies, allowing them to effectively integrate these tools into business strategies.
- Students will apply ethical considerations in the development and deployment of AI and ML solutions, addressing issues such as bias, privacy, and transparency.

### ***Major Course Outline:***

- Data Analytics and Business Intelligence
- Statistics and Quantitative Analysis
- Machine Learning Fundamentals

- Deep Learning
- Predictive Analytics
- Business Ethics in AI