

# Application of AI in Business Management

## A Career-Boosting Course for Postgraduate Management Students



IISWBM is pleased to announce the launch of “**Application of AI in Business Management**”, a practical, career-focused course offered by the **Cognitive AI Institute** commencing in March 2025.

Students will receive an AI certification to boost their employability upon successful completion.

Designed to provide structured learning in AI, the course ensures practical application and industry relevance.

### The Core Modules are:

- **AI Fundamentals & Generative AI** - Introduction to AI, foundational concepts, and hands-on applications of Generative AI.
- **Prompt Engineering & AI Tools** - Practical training on AI-powered tools, creating effective AI prompts.
- **AI Strategy & Business Integration** - How organizations can integrate AI to drive business innovation and efficiency.
- **AI Governance, Ethics & Compliance** - Frameworks and best practices for responsible AI use.
- **Critical Thinking & AI Decision-Making** - Applying structured thought processes to AI-driven insights and strategies.

- **Mode:** Hybrid; Predominantly Online
- **Duration:** 8 Weeks (Mar – May 2025)
- **Classes:** Every Saturday from 16:00 to 20:00 Hrs.  
**Course Fee:** Rs 4000/-
- (Plus applicable GST)
- **Registration link** – [https://cognitiveaiinstitute.in/page/iiswbm\\_registration\\_form](https://cognitiveaiinstitute.in/page/iiswbm_registration_form)

**Last Date of Registration – 26th March, 2025**