



INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

MBA-HRM SEMINAR LECTURE

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Director
(Cognitive AI Institute)



Topic Addressed: Application of AI in Business Management

Venue: Auditorium (Ground Floor), IISWBM

Date: March 20, 2025

The seminar on "Application of AI in Business Management" was conducted by Anindita Mukherjee, Director of the Cognitive AI Institute. The session aimed to provide insights into the growing significance of AI in business and management while introducing a practical, career-focused course designed to enhance employability and AI literacy.



SEMINAR HIGHLIGHTS:

1. Objectives of Cognitive AI Institute:

- Making AI accessible across various disciplines.
- Enhancing employability by equipping students with practical AI skills.
- Developing a future-ready educational curriculum.
- Partnering with institutions to create industry-aligned AI programs.



2. Why Learn AI?

- AI-related job postings have increased by 45% year on year.
- By 2026, AI and automation will replace 16% of existing jobs but will also create over 20 million new job opportunities.
- 90% of future business roles will require AI literacy.



3. Importance of the Course:

- AI is now a priority for almost every industry and organization.
- The course provides hands-on experience and practical training.
- It bridges the gap between academia and industry by offering real-world applications.
- Enhances critical thinking and decision-making skills.



Course Overview:

The "Application of AI in Business Management" course is designed to provide structured learning in AI with practical applications and industry relevance. It is targeted at postgraduate management students looking to boost their career prospects with AI certification. The key features of the course include:



- Duration: 8 weeks (March – May 2025)
- Mode: Hybrid (predominantly online)
- Schedule: Every Saturday, 16:00 – 20:00 Hrs
- Course Fee: Rs. 4000/-
- Registration Deadline: 20th March 2025
- Registration Link: Cognitive AI Institute (https://cognitiveaiinstitute.in/page/iiswbm_registration_form)



Core Modules:

- **AI Fundamentals & Generative AI** – Introduction to AI, foundational concepts, and hands-on applications.
- **Prompt Engineering & AI Tools** – Training on AI-powered tools and effective prompt creation.
- **AI Strategy & Business Integration** – Leveraging AI for business innovation and efficiency.
- **AI Governance, Ethics & Compliance** – Understanding responsible AI usage frameworks and best practices.
- **Critical Thinking & AI Decision-Making** – Applying structured thinking to AI-driven insights and strategies.



Conclusion:

The seminar provided valuable insights into the increasing role of AI in business management and how this course can equip students with the necessary skills to thrive in AI-driven workplaces. With AI becoming a key factor in the job market, this program ensures that participants gain relevant expertise and industry-aligned training, making them future-ready professionals in their respective fields.

