

# MBA with AI Integration

*Integration: 4 Credits | 42 Hours | 3 Global Certifications | Fee: 70,000 INR per Semester*

GJIMT offers a Full Time 4-Semester unique hands-on MBA program embedded with AI for managerial effectiveness, analytics, and decision-making.

You will use AI as a **managerial assistant**, not a shortcut

## Why you should do this Program

- ✓ AI-ready MBA graduates aligned with PTU syllabus
  - ✓ Strong analytical, strategic and functional capabilities
  - ✓ Ethical and responsible AI usage
  - ✓ High industry relevance and employability
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## Semester 1: Management Foundations & Business Communication

### Core Focus:

Principles of Management, Organizational Behaviour, Managerial Economics, Accounting for Managers, Business Communication, Quantitative Techniques.

### AI Integration Focus:

- Managerial thinking with AI
- Data-supported decision making
- Professional communication

### AI Tools Integrated:

- **ChatGPT / Gemini** – Case discussions, concept clarity, managerial decision simulations
- **Microsoft Copilot / Google Workspace AI** – Reports, summaries, spreadsheets
- **Grammarly AI** – Business writing & communication
- **Excel AI** – Quantitative techniques, basic forecasting
- **Beautiful.ai / Tome** – AI-powered presentations

### Benchmarked Shadow Projects

- **Market Entry Snapshot (Netflix / Jio):** Analyse one city/region for product or service expansion using pricing, competitors, and customer segments.  
*AI Tools:* Google Trends (demand signals), ChatGPT (PESTLE & competitor analysis), Excel AI (comparative tables).
- **Customer Journey Mapping (Zomato / Swiggy):** Map end-to-end customer journey (order to delivery) and identify 3 friction points.  
*AI Tools:* ChatGPT (journey framework), Excel AI (issue-frequency mapping).
- **Startup Business Model Study (Google for Startups / Microsoft):** Analyse revenue model, cost structure, and value proposition of a live or recently funded startup.  
*AI Tools:* Notion AI (business model canvas), ChatGPT (viability assessment).
- **Functional Dashboard Creation (Microsoft / Google):** Build a 3–4 KPI dashboard (sales, customers, costs) using structured data.  
*AI Tools:* Power BI / Looker Studio (AI insights).

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## Semester 2: Functional Management & Business Analytics

### Core Focus:

Marketing Management, Financial Management, Human Resource Management, Operations Management, Research Methodology.

### AI Integration Focus:

- Functional decision-making with AI
- Data interpretation and diagnostics
- Managerial reporting

### AI Tools Integrated:

- **ChatGPT / Gemini** – Functional analysis, hypothesis building
- **Excel AI / Sheets AI** – Financial ratios, HR metrics, operations analysis
- **Power BI / Looker Studio** – Functional dashboards
- **Canva AI / Beautiful.ai** – Managerial reports

### Benchmarked Shadow Projects

- **Marketing Performance Analysis (HUL / ITC):** Analyse sales trends, product mix, and channel effectiveness using secondary or local data.  
*AI Tools:* Excel AI (trend & variance analysis), ChatGPT (marketing insights), Power BI (dashboard).
- **HR Attrition & Productivity Study (Infosys / TCS):** Identify attrition drivers and productivity gaps.  
*AI Tools:* ChatGPT (HR diagnostics), Excel AI (attrition metrics), Power BI (heatmaps).
- **Cost & Profitability Analysis (Maruti / Tata Motors):** Study cost structures and break-even scenarios.  
*AI Tools:* Excel AI (CVP & ratios), ChatGPT (managerial interpretation).

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## Semester 3: Strategy, Digital Business & Specialisation

### Core Focus:

Strategic Management, Entrepreneurship, Digital Business, Electives (Marketing/HR/Finance/Operations).

### AI Integration Focus:

- Strategic thinking with AI
- Competitive benchmarking
- Scenario planning

### AI Tools Integrated:

- **ChatGPT (Advanced Prompting)** – Strategy formulation, scenario analysis
- **Power BI / Tableau** – Competitive dashboards
- **Google Trends / SimilarWeb** – Market intelligence
- **Notion AI** – Strategy documentation

### Benchmarked Shadow Projects

- **Competitive Benchmarking Study (Amazon / Flipkart):** Compare pricing, delivery, and customer value propositions.  
*AI Tools:* Google Trends (demand signals), ChatGPT (competitive strategy), Power BI (comparison dashboards).
  - **Digital Business Model Evaluation (Paytm / PhonePe):** Analyse platform economics and scalability.  
*AI Tools:* ChatGPT (platform strategy), Notion AI (business model mapping).
  - **Growth Strategy Simulation (Reliance / Adani Group):** Design expansion strategies with risk scenarios.  
*AI Tools:* ChatGPT (scenario planning), Excel AI (risk-impact matrix).
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## Semester 4: Industry Immersion, Ethics & Capstone Project

### Core Focus:

Major Project / Dissertation, Comprehensive Viva, Business Ethics & CSR, Strategic Leadership.

### AI Integration Focus:

- Workplace AI usage
- Ethical, responsible and explainable AI
- Research and strategic execution

### AI Tools Integrated:

- **ChatGPT (Research & Strategy Mode)** – Project structuring, hypothesis framing
- **Mendeley / Zotero + AI Research Tools** – Literature review and citations
- **Power BI / Looker Studio** – Project data analytics
- **Otter.ai / Fireflies.ai** – Meeting and interview intelligence
- **AI Ethics & Plagiarism Tools (Turnitin / Copyleaks)** – Responsible AI usage

### Application Outcomes:

Graduates emerge as **AI-augmented, ethical and industry-ready managers.**

### Benchmarked Shadow Projects

- **Business Diagnostic Study (McKinsey / BCG):** Conduct a diagnostic of one function (marketing/HR/operations) and identify root causes of underperformance.  
*AI Tools:* ChatGPT (issue trees & MECE structuring), Excel AI (cause-impact mapping).
  - **ESG Performance Review (Tata / Mahindra):** Evaluate ESG disclosures and translate them into measurable KPIs for a local organisation.  
*AI Tools:* ChatGPT (ESG framework mapping), Power BI (KPI dashboards).
  - **Digital & AI Readiness Assessment (Accenture / IBM):** Assess digital maturity across people, process, and technology dimensions.  
*AI Tools:* ChatGPT (maturity models), Excel AI (scoring), Power BI (readiness heatmap).
  - **Strategy Recommendation & Executive Presentation (Fortune 500 Standards):** Convert analysis into 3 actionable strategic recommendations with risks and KPIs.  
*AI Tools:* ChatGPT (strategy articulation), Beautiful.ai / Tome (executive decks).
  - **Boardroom-Level Strategy Presentation (Fortune 500 Standards):** Present capstone insights using AI-powered dashboards and presentations.
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