MBA with AI Integration

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

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).

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).

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).

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.