Batch	:	2024-26	Semester : 3
Course Code	:	PG61T307	Credits : 3
Course Name	:	AI for Managers	
Course faculty/s	:	Prof. Deepak Muralidharan	
Mobile	:	9739496820	Email: deepakm@globalbschool.in

--- PART 1 ---

INTRODUCTION TO THE COURSE

The course **"AI for Managers"** introduces students to the transformative role of AI in modern business management. It focuses on how AI technologies such as machine learning , naural language processing and data analytics are reshaping decision making , strategy formulation and operational efficiency. The course equips future managers with the knowledge and skills to leverage AI tools for problem solving, innovation and sustainable competitive advantage in various business functions.

COURSE OBJECTIVES (CO)

- ❖ **Understand the Fundamentals of Artificial Intelligence**: Develop a comprehensive understanding of its types , key technologies and its role in modern business environments.
- ❖ **Analyze application of AI across business functions** : In fields like Marketing, Finance , Operations, Human Resource and health care and assess their strategic impact.
- ❖ **Developing the ability to plan and manage AI based projects** : Aligning the projects with business goals , evaluate their ROI and performance outcomes .
- ❖ **Identifying and controlling** : The ethical , legal and social issues related to AI adoption , including fairness, privacy , transparency and workforce implications.
- ❖ **Evaluate future AI Trends** : Generative AI, Quantum AI and AI Governance frameworks, their implications for the future of work and digital transformation .

COURSE LEARNING OUTCOMES (CLO)

| CLOs | DESCRIPTION | MAPPING @ levels | | |
	By the end of the course, the student should be able to:	@ 3rd Level	@ 2nd Level	@ 1st Level
CLO1	Explain the fundamentals, scope and business relevance of AI.	1,6		
CLO2	Apply AI applications to solve real world business problems in functional domains.	2,6	7	
CLO3	Manage AI based projects using strategic alignment , agile frameworks .	5,6		
CLO4	Evaluate ethical , legal and Social implications of AI adoption and governance	4	3,5	
CLO5	Critically analyze future AI trends and their potential impact on managerial roles and business models	1,4,6	5	

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	3	3	2	3	2.33	3	2		

COURSE CONTENT

Module	Module Content	Module Hours
Module 1	Fundamentals of Artificial Intelligence	18
Module 2	AI Project Management for Business Leaders	17
Module 3	AI and the future of Business	10
	Total	65

PRESCRIBED TEXT BOOK

1. Prediction Machines: The Simple Economics of Artificial Intelligence by Ajay Agrawal, Joshua Gans, and Avi Goldfarb.
2. Artificial Intelligence: A Guide for Thinking Humans by Melanie Mitchell.
3. Weapons of Math Destruction by Cathy O'Neil.

POLICY ON PLAGIARISM:

Plagiarism will attract zero marks to the given assignment or report with no further opportunity to improve.

ASSESSMENT SCHEME AND WEIGHTAGE:

ASSESSMENTS

S. No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	Attendance	Individual	10%	5	All Sessions	
2	Class Participation	Individual	5%	2.5	All Sessions	
3	GMG	Individual	5%	2.5	All Events / Programmes	
3	Test	Individual	10%	5	33	1,2
4	Project	Team	20%	10	34 Introduction 45 Submission	3,4,5

PART 2: SESSION PLAN

Session Date	Topic	Pedagogy	Readings from Text Books	Pre-Reads / Post-Reads / Reference Links
1	Introduction to Artificial Intelligence – Meaning and Evolution	Lecture and Discussion		
2	Types of AI – Narrow AI vs. General AI	Lecture and PPT		
3	Role of AI in Business Decision-Making	Case Discussion		Case study of Coca Cola : AI and its effects on Marketing
4	Key AI Technologies – Overview	Lecture		IBM Blog: 'Core AI Technologies Explained'
5	Machine Learning – Concept and Applications	Lecture and Demo		Video: Coursera 'Intro to ML for Managers'
6	Natural Language Processing (NLP) – Business Uses	Lecture		
7	Neural Networks and Deep Learning	Lecture		YouTube: 'How Neural Networks Learn'
8	Computer Vision – Use Cases in Manufacturing and Retail	Lecture		

9	Data in AI – Role and Importance	Lecture and Discussion	
10	Structured vs. Unstructured Data	Interactive Exercise	
11	Data Quality Issues and Cleaning Methods	Workshop	
12	AI and Automation – Relationship and Overlaps	Lecture and Case	
13	Applications of AI in Marketing	Case Discussion	Case: 'Coca-Cola's AI-Powered Marketing'
14	Applications of AI in Finance, Applications of AI in Operations & Supply Chain	Lecture and Case	
15	Applications of AI in Human Resource Management	Lecture	
16	Applications of AI in Healthcare	Lecture and Discussion	
17	Emerging Applications – Retail, Logistics, and Customer Service	Lecture and Case	
18	Module : II	Lecture	

	Aligning AI Projects with Business Strategy		
19	Aligning AI Projects with Business Strategy		
20	Developing an AI Strategy Framework	Interactive Lecture	
21	Building an AI Team – Roles and Responsibilities	Lecture and Role Play	
22	Collaboration between Managers and Data Scientists	Discussion	
23	Agile Methodologies in AI Projects	Lecture	
24	AI Project Lifecycle – From Concept to Deployment	Lecture and Example	
25	Key Milestones and Deliverables in AI Projects	Group Discussion	
26	Challenges in AI Implementation	Lecture	PwC: 'Barriers to AI Adoption'
27	Overcoming Data and Infrastructure	Lecture	

	Barriers		
28	Skill Gaps and Change Management		The AI Advantage – Ch.7
29	ROI and Business Value of AI Projects		The AI Advantage – Ch.7
30	AI Tools for Managers – Overview	Adjunct Faculty	
31	Microsoft Azure AI and Google AI Applications	Adjunct Faculty	
32	Ethical Issues in AI – Bias and Fairness	Case Study	
33	TEST		
34	Project details discussed , AI and Privacy – Data Protection, GDPR	Lecture and Discussion	Project info to be given to students
35	Legal Regulations and Compliance in AI	Lecture	
36	Corporate Responsibility and AI Governance	Lecture and Group Discussion	
37	AI and the Future of Work – Automation and Reskilling	Lecture	

38	Evolving Role of Managers in an AI-Driven Organization	Lecture and Interaction	
39	AI in Emerging Markets – India and Developing Economies	Case Study	
40	AI and Digital Transformation	Lecture	
41	Business Model Innovation using AI	Workshop	
42	Generative AI and GPT Models	Adjunct Faculty	
43	Quantum Computing and its Impact on AI	Lecture	
44	AI and IoT – Smart Integration	Lecture and Discussion	Case: 'AIoT in Smart Cities'
45	AI Governance – Corporate Frameworks and Best Practices	Lecture	UNESCO: 'AI Ethics and Governance Report'

Assurance of Learning (AoL) Plan

1. CLOs and Mode of Assessment:

CLO No.	CLO	Mode of Assessment
1	Explain the fundamentals, scope and business relevance of AI.	Test
2	Apply AI applications to solve real world business problems in functional domains.	Test
3	Manage AI based projects using strategic alignment, agile frameworks.	Project
4	Evaluate ethical , legal and Social implications of AI adoption and governance	Project
5	Critically analyze future AI trends and their potential impact on managerial roles and business models	Project

2. Assessment Rubrics:

CLO No.	Exceed Expectation	Meet Expectation	Does not meet Expectation
4,5	Presentation is clear, professional, and persuasive; excellent use of visuals and structure. Demonstrates deep understanding of management control concepts and their application in real-world scenarios. Strong teamwork, time management, and confident delivery; engages audience effectively. (8-10)	Presentation is reasonably clear with acceptable visuals and structure. Shows adequate understanding of management control concepts, with some application. Teamwork and delivery are functional, but with scope for improvement. (5-7)	Presentation is unclear, poorly structured, and lacks professionalism. Shows little understanding of management control concepts; minimal/no application. Poor teamwork, weak delivery, and little/no audience engagement. (0-4)

POLICY ON PLAGIARISM:

- Plagiarism of any kind and to any extent can attract penalty by the concerned faculty. The assessment can range from being awarded a 'zero' for that particular component, with no further opportunity to improve. Repetition of the offence would result in holding up IA for such candidates.

Attendance Marks:

Attendance	Less	76-80%	81-85%	86-90%	91-95%	96-100%

	than 75%					
Marks	0	1	2	3	4	5

Project Title: Leveraging AI for Local Business Optimization in Hubli

Objective: Introduce students to AI concepts by applying simple AI tools and techniques to improve operations, marketing, or customer experience for small and medium businesses in Hubli.

Project Description: Students will identify a local business and propose how AI can improve its operations, marketing, or customer experience.

The project includes:

 1. Business Understanding: Analyze business model, operations ; identify where AI could add value.

2. AI Tool Application: Use free AI tools (e.g., ChatGPT, Google AI, Excel predictive analytics).

3. Data Collection & Analysis: Collect small datasets from the business; apply basic AI techniques.

4. Recommendations: Suggest practical AI solutions and expected improvements.

Deliverables: - Project Report (8–10 pages):

- Business overview,
- AI opportunities,
- tools used, results,
- Recommendations. –
- Final Draft with Times New Roman font, Font size 12, Header 14, line spacing 1.5, margin 1 inch all the four sides.

GLOBAL BUSINESS SCHOOL, HUBBALLI

Batch	:	2023-25	Semester :		III
Course Code	:	PG61T308	Credits :		03
Course Name	:	Enterprise Resource Planning (ERP)	Number of Students:		19
Course faculty/s	:	Dr. Basavaraj Sulibhavi	Contact Hours: 45		
Mobile No.	:	9731100719	E mail :		basavaraj@globalbschool.com

--- PART 1 ---

INTRODUCTION TO THE COURSE

The course explains the strategic need for ERP and how it integrates with modern technologies like AI and IoT. It builds a foundation for understanding how data-driven tools like MIS and DSS improve business decision-making. The course focuses on mastering the functional roles of core modules like Finance, HR, and Supply Chain. It teaches students to evaluate different ERP vendors and adapt systems to specific industries like Healthcare and Retail. It also provides the skills to manage the full implementation lifecycle from project planning to "Go-Live." It emphasizes the importance of change management, user training, and ethical data privacy during system deployment. Overall, the course develops the leadership and analytical skills needed to solve complex organizational problems.

COURSE LEARNING OUTCOMES (CLO)

	DESCRIPTION	MAPPING @ levels		
CLOs	At the end of the course, the student will be able to:	@ 3rd Level	@ 2nd Level	@ 1st Level
CLO1	Analyze the need and trends (AI, IoT) in ERP.	1		
CLO2	Apply ERP modules to industry-specific scenarios.		1,8	
CLO3	Evaluate implementation cycles and project success.	4,7		

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Effective Mapping	2.5			3			3	2	

COURSE CONTENT			Module Hours
MODULE 1	:	Enterprise Resource Planning –Introductio	18
MODULE 2	:	ERP modules & Vendors	17
MODULE 3	:	ERP Implementation Life Cycles	10

PRESCRIBED TEXT BOOK:

Enterprise Resource Planning by AlexisLeon. *McGraw Hill Education (India) Private Limited, New Delhi.*

OTHER READINGS AND REFERENCES

1	ERP Ware: ERP Implementation Framework– V.K. Garg & N.K.Venkitakrishnan PHI Learning Pvt. Ltd
2	ERP: By Leon, ERP Concepts and Planning - Garg &Venkitakrishnan, *McGraw Hill Education (India) Private Limited, New Delhi.*

ASSESSMENT SCHEME AND WEIGHTAGE:
{a} END-TERM COMPONENT

Evaluation	Weightage (%)	Max Marks	Duration (in min)
Sem-end exam	66.7%	50	180

{b} OTHER ASSESSMENTS

S.No.	Evaluation Item*	Unit of Evaluation	Weight	Marks	Time	CLO
1	ERP Project	Individual	40%	10	Concurrent to all sessions	04 & 07
2	Test (Descriptive)	Individual	10%	2.5	16-17 Sessions	01 & 08

3	Case Study (Descriptive Test)	Individual	10%	2.5	41-42 Sessions	01 & 08
4	Class Participation	Individual	10%	2.5	All sessions	
5	Attendance	Individual	20%	5	All sessions	
6	GMG	Individual	10%	2.5	All sessions	

PART 2: SESSION PLAN

Reading and the Additional reading

Session (Hr)	Topic	Pedagogy	Pre-reads references/links	Post reads & References/links / Quiz
1	The "Need" for ERP: Solving Information Silos	Lecture/ PPT	For Module 1: Enterprise Resource Planning by AlexisLeon. McGraw Hill Education (India) Private Limited, New Delhi.	
2	Introduction to ERP: Definition and Evolution	Lecture/ PPT		
3	Growth of ERP: Historical & Market Perspective	Lecture/ PPT		
4	Benefits and Limitations of ERP	Lecture/ PPT		
5	Current Trends: Cloud-based ERP	Lecture/ PPT		
6	ERP for SMEs: Scalability & Affordability	Lecture/ PPT		
7	Mobile ERP: Remote Access & Flexibility	Lecture/ PPT		

8	Business Process Reengineering (BPR)	Lecture/ PPT		
9	MIS and Decision Support Systems (DSS)	Lecture/ PPT		
10	Executive Support Systems (ESS)	Lecture/ PPT		
11	Data Warehousing & Data Mining in ERP	Lecture/ PPT		
12	Online Analytical Processing (OLTP)	Lecture/ PPT		
13	Integration with AI and Machine Learning	Lecture/ PPT		
14	Internet of Things (IoT) in ERP Integration	Lecture/ PPT		
15	Internet of Things (IoT) in ERP Integration, Blockchain and ERP Integration	Lecture/ PPT		
16	Test Descriptive	Class Test		
17	Test Descriptive	Class Test		
18	Advanced Analytics and Business Intelligence , Cybersecurity and Data Privacy in ERP	Lecture/ PPT/Bri efing of ERP Project	For Module 1: Enterprise Resource Planning by AlexisLeon. McGraw Hill Education (India) Private Limited, New Delhi.	
19	Finance and Accounting Module Production Planning and Control	Adjunct Faculty		
20	Sales and Distribution (SD), Human Resource Management (HRM)	Adjunct Faculty		

21	Inventory and Supply Chain Management	Adjunct Faculty		
22	Practical Session (ERP Modules)	Adjunct Faculty		
23	Practical Session (ERP Modules)	Adjunct Faculty		
24	Quality Management (QM)	Lecture/ PPT		
25	Inventory Control System	Lecture/ PPT		
26	ERP Market Landscape Overview	Lecture/ PPT		
27	ERP in Healthcare Industry	Lecture/ PPT		
28	ERP in Retail and E-commerce	Lecture/ PPT		
29	ERP in Retail and E-commerce	Lecture/ PPT		
30	Major Vendor Analysis: SAP	Lecture/ PPT		
31	Major Vendor Analysis: Oracle	Lecture/ PPT		
32	Major Vendor Analysis: Microsoft Dynamics	Lecture/ PPT		
33	Major Vendor Analysis: Infor	Lecture/ PPT		
34	Major Vendor Analysis: NetSuite	Lecture/ PPT		
35	Comparative Study of ERP Vendors	Lecture/ PPT		
36	Evaluation and Selection of ERP Package	Lecture/ PPT		

		Lecture/ PPT	For Module 1: Enterprise Resource Planning by AlexisLeon. McGraw Hill Education (India) Private Limited, New Delhi.	
37	Project Planning & Implementation Teams			
38	Implementation Methodologies: Waterfall	Lecture/ PPT		
39	Implementation Methodologies: Agile & Hybrid, System Configuration and Customization	Lecture/ PPT		
40	Implementation Team Training and Testing, Change Management & User Training	Lecture/ PPT		
41	Going Live and Post Implementation Support	Lecture/ PPT		
42	Best Practices for Successful Implementation	Lecture/ PPT		
43	Case Studies: Manufacturing & Service Sectors	Lecture/ PPT	Case on Service sector & Oracle ERP Adoption	
44	Case Study (Descriptive Test)	Class Test	TATA: Adoption of SAP R/3	
45	Case Study (Descriptive Test)	Class Test/Su bmissio n of ERP Project		

Adjunct Faculty: Sessions Slots will be allotted based on the compatibility of Adjunct Faculty on the ERP Modules.

ASSURANCE OF LEARNING PLAN (AOL PLAN)

CLOs and Mode of Assessment:

CLO No.	CLO (Description)	Mode of Assessment
CLO1	Enterprise Resource Planning –Introductio	Test Descriptive
CLO2	ERP modules & Vendors	Case Study
CLO3	ERP Implementation Life Cycles	Project

Assessment Rubrics:

CLO No.	Exceed Expectation	Meet Expectation	Does not meet Expectation
Project Report (ERP)	All the contents are as given in the Project details. (8-10)	At least 3 contents are as given in the Project details. (4-7)	1 to 2 points of contents are as given in the Project details. (0-3)
Test	Demonstrating the knowledge of all the basic concepts 90%-100% (4-5)	Demonstrating the knowledge of all the basic concepts 60%-89%. (2-3)	Demonstrating the knowledge of all the basic concepts Less than 59%. (0-1)
Case	Solving case with proper justification 90%-100% (4-5)	Solving case with improper justification 60%-89%. (2-3)	Solving case with no Justification 59%. (0-1)

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Attendance Marks:

Attendance	0-74%	75-80%	80-85%	86-90%	90-95%	96-100%
Marks	0	1	2	3	4	5

ERP Project Report:

Individual student is required to meet an executive form any of the industry and discussing on the ERP related concepts and their application in the industry the executive is working on. The below is the criteria's looking at evaluating the ERP Project Report.

Criteria/Content of Evaluation to select the Winner:

1. Basics of ERP concepts used in Company Selected

Stage	Project timeline
ERP Project Briefing	18th session
Submission of ERP Project	45th session
Proposal approval	before 12th session

2. Identification of Modules used in operations.
3. Developing the Process of Operations in light of connection between Moduels

4. Analysis and Conclusion

Class Test:

Descriptive Test will be taken on basic understanding of ERP concepts and the maximum marks will be 5 Marks for 2 hours.

Case Study Evaluation:

The case study evaluation will be done in class by giving the students with the case and the analysis will be recorded on the paper in the form of test (Descriptive).

Submitted by: Dr. Basavaraj Sulibhavi
Course Faculty

Approved by:

Area Chair - Marketing   Dean Academics   Director