



# VIDYASAGAR UNIVERSITY

Department of Business Administration  
Midnapore, West Bengal, 721102

THREE MONTH CERTIFICATE PROGRAM

## AI in BUSINESS



Program Starts: **18th March, 2026**



Duration: 3 Months | Weekend Classes | **Blended Mode**

### PROGRAM OVERVIEW

The Certificate Course on AI in Business is designed to bridge the gap between technical AI concepts and practical business applications. This program equips students and professionals with strategic understanding, analytical capability, and applied skills to leverage AI in real-world business environments.

### KEY BENEFITS

- ✓ Enhance employability in AI-driven industries
- ✓ Develop strategic understanding of AI in business
- ✓ Learn through real-world case studies
- ✓ Gain hands-on exposure to AI tools & analytics
- ✓ Build industry-relevant project experience
- ✓ Certificate from Vidyasagar University



### WHO CAN APPLY

- Under-graduate & Post-graduate Students from any stream
- Working professionals seeking AI integrated skills
- Entrepreneurs & aspiring business leaders

#### Bank Details:

Skill Development Centre,  
Vidyasagar University  
A/C No. - 17480110108031  
IFSC-UCBA0001748



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**Registration Fee: ₹1000**

Registration Link:

<https://forms.gle/RbsuCw8RMKifWF7A8>

**Learn from renowned faculty and industry experts from leading institutions across India and abroad.**

### COURSE COORDINATOR

**Dr. Sudin Bag**

Associate Professor

**Department of Business Administration**

Vidyasagar University

### STUDENT COORDINATORS

**SANJAY SEN - 7063040705**

**ANURAG SAMANTA - 9635438435**



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**Last Date of Registration is 7th March, 2026**



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## Tentative Course Structure

### Three-Month Certificate Course on “AI in Business”

#### Foundations of Artificial Intelligence in Business

- Evolution of AI: From rule-based systems to Generative AI
- Types of AI: Narrow AI, General, Generative AI
- AI, Machine Learning, and Deep Learning – Conceptual Overview
- AI ecosystems in Business
- Role of AI in Digital Transformation
- AI transformation in industries

#### Machine Learning & Business Analytics for Managers

- Supervised vs Unsupervised Learning
- Regression, Classification, Clustering
- Understanding model accuracy
- Business use cases (sales prediction, customer segmentation)
- Basics of Business Analytics

#### AI Tools for Business Professionals

- AI productivity tools (ChatGPT, Copilot, Gemini)
- AI for presentations, reports & research

### AI Applications Across Business Functions

#### AI in Marketing & Consumer Analytics

- Role of AI in Modern Business
- AI in Marketing & Consumer Analytics
- Customer behavior prediction
- Big Data in Marketing
- Personalized marketing
- Types of Marketing Data
- Data Collection Tools (CRM, Social Media, Web Analytics)
- Machine Learning Models in Marketing
- Natural Language Processing (NLP)
- Chatbots & Virtual Assistants
- Social media analytics
- Sentiment Analysis using AI

#### AI in Finance & Accounting

- Credit scoring
- Risk analytics
- Fraud detection

#### Generative AI in Business

- AI for business communication
- Concept on AI-powered product development
- Business model innovation with AI

#### Emerging Trends in AI

- Explainable AI
- Future of AI in business

#### AI in Human Resources

- Resume screening & recruitment analytics
- Workforce planning
- Employee Retention
- Introduction to HR Analytics
- Key HR metrics (Attrition rate, Cost per hire, Time to hire, etc.)
- Applicant Tracking Systems (ATS)
- Chatbots in recruitment
- Video interview AI tools
- AI-enabled performance tracking
- KPI dashboards
- AI-driven feedback systems

#### Capstone Component

Group project presentation  
Evaluation Test and Valedictory

#### Contact

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