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

Scan This To Pay

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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