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KNOWLEDGE . LEADERSHIP

ADMISSIONS AND INDUSTRY PARTNER :
Futurense.uni

# MBA with AI

## for Working Professionals

India's first **AI-native MBA**, for Non-Tech/Tech professionals.
Building **Future-Proof** AI-First Leaders.

**Admission Open**
Cohort - 5

FORMAT: **24 MONTHS**
BLENDED WITH CAMPUS IMMERSION

**No Prior Coding**
Experience Required

**IIM Sirmaur**
Alumni Status



SPECIALIZATIONS IN HYPER-GROWTH AREAS: | 100% PLACEMENT SUPPORT BY FUTURENSE

**AI POWERED**
FINANCE & FINTECH

**AI OPERATIONS**
AND SUPPLY CHAIN MANAGEMENT

**MARKETING**
& GROWTH WITH AI

**BUSINESS TRANSFORMATION**
WITH AI & AGENTIC AI

**100%**
LIVE BLENDED

# WHY THIS MBA WITH AI

When AI drives productivity and decisions in real time, traditional management isn't enough.

India's first MBA with AI integration, for professionals who want to stay relevant, lead smarter, and make AI work for business.

## What makes it different

- **Built for tech & non-tech:**
  Understand, speak, and lead in the language of AI without writing code.
- **Management for the new age:**
  Concepts redefined for today and taught through industry masterclasses, not 1960s theory.
- **Execution-first learning:**
  Design and deploy AI dashboards, workflows, and blueprints in live labs.
- **Specialized high-growth tracks:**
  Finance, Marketing, Operations, and Agentic AI.



# Note from the Director

Building AI-first leaders.

In the age of AI, leadership is no longer about managing people; it's about navigating change. Tomorrow's leaders won't just adapt to AI; they'll lead with it. This MBA is built to help emerging leaders embed AI into personal practice, team workflows, and cross-functional processes, whether or not they come from a tech background.

**Prof. Prafulla Y. Agnihotri**

(Director, IIM Sirmaur)

A Professor of Marketing & Strategy with over three decades across academia and industry, and co-author of the Indian edition of Principles of Marketing with Philip Kotler and Gary Armstrong.



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# WHY NOW:
# THE AI LEADERSHIP SHIFT

The question isn't **whether AI will change management**. It's **who will change** with it.



## Across Every Industry, Leadership Is Shifting:

From intuition to intelligence, from delegation to execution, and from experience to adaptability.

***"AI Won't Replace Managers. But Managers Who Can Lead With AI Will Replace Those Who Can't."***

### What Your Organization Now Expects From You

- Drive AI-enhanced efficiency: automate repetitive work, focus teams on strategic outcomes.
- Make smarter, data-driven decisions: replace guesswork with systems that turn data into action.
- Build cross-functional fluency: a shared language across business, data, and AI.
- Champion AI transformation: translate AI capability into measurable business outcomes.

The global demand for AI-first leaders, in every function, is exploding.
**This program gets you ready to be a future-proof leader.**

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# WHAT YOU GRADUATE WITH

Move from managing people to leading AI-powered outcomes.


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भारतीय प्रबन्ध संस्थान सिरमौर
Indian Institute of Management Sirmaur

संचालक मंडल, अकादमिक परिषद की
अनुशंसा पर

व्यवसाय प्रशासन स्नातकोत्तर

छात्र का नाम

जिन्होंने अध्ययन के निर्धारित पाठ्यक्रम को सफलतापूर्वक पूरा कर लिया है और एआई के साथ प्रबन्ध में
दो वर्षीय मिश्रित कार्यकारी स्नातकोत्तर कार्यक्रम की अन्य सभी आवश्यकताओं को पूरा कर लिया है।

*The Board of Governors*
*upon the recommendation of the Academic Council hereby confers the Executive Degree of*

**Master of Business Administration**

*to*

**Student Name**

*who has successfully completed the prescribed course of studies and fulfilled all other requirements of the two-year blended* ***Executive Post Graduate Programme in Management with AI.***



## This MBA Makes You

- An AI-first leader who understands how AI works and how to make it work for you.
- An execution expert who moves from managing people to managing intelligence.
- A data-driven decision-maker who replaces guesswork with real-time insight.
- A driver of transformation who leads hybrid teams of humans and agents.

## You Graduate With

- IIM Sirmaur Alumni Status.*
- A future-proof MBA with AI degree from one of India's leading business schools.
- A network of emerging leaders, faculty, and veteran industry leaders.
- Implementation plans, AI tools, and systems exposure you can use on day one.

**Subject to prevailing alumni norms.*

# SPECIALIZATION CERTIFICATES







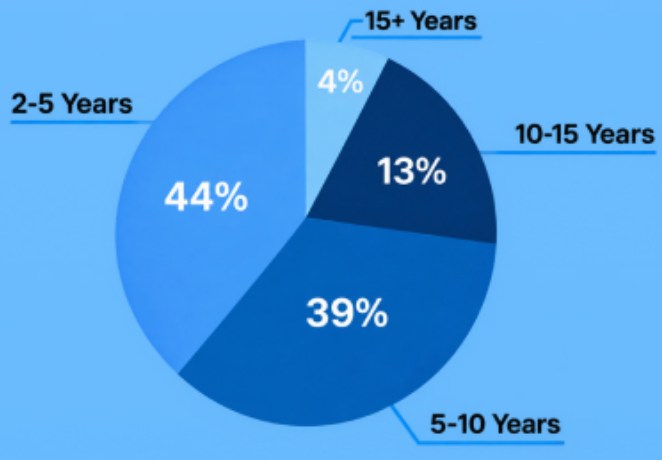






## Past Participants of Our Program

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**Top Job Grades:**

Founder / CXO / Partner | VP / Director / Head | General Manager / AGM / DGM | Senior Manager | Manager | Lead / Architect | Consultant

**Top Functions :**

Operations & Engineering | Sales & Marketing | Software & Technology | Analytics & Finance | Consulting & Strategy



# CURRICULUM: YEAR 1 CORE

A management core, rebuilt around AI: every subject paired with a hands-on AI Clinic project.

| TRIMESTER | CORE COURSES | SIGNATURE AI PROJECTS & TOOLS |
|---|---|---|
| T1 | • Business Statistics for Managers<br>• Behaviour in Organizations<br>• Financial Reporting & Management Accounting<br>• Operations Management<br>• Digital Transformation | • Insight & data-storytelling dashboards<br>• Expense-anomaly detection<br>• No-code predictive models<br>• Tools: Copilot, Power BI, ChatGPT, Claude Cowork. |
| T2 | • Managerial Economics and Macroeconomic Environment<br>• AI for Business<br>• Supply Chain Management<br>• Marketing Management I<br>• Action Lab : Systems Thinking for Problem Solving | • Economic-intelligence dashboards<br>• No-code AI business assistants<br>• Demand-forecasting workflows<br>• Campaign-planning engines<br>• Tools: Perplexity, Claude Cowork, ChatGPT, Cursor. |
| T3 | • Design Work Organizations<br>• Leadership and Negotiation Skills<br>• Total Quality Management<br>• Marketing Management-II<br>• Strategic Analysis and Formulation | • Org digital twins<br>• AI quality inspector<br>• Boardroom negotiation simulator<br>• AI strategy war room<br>• Tools: ChatGPT, Claude, NotebookLM, Gemini, n8n. |

*Sample projects may change at the discretion of IIM Sirmaur.*

Curriculum: Year 2

# SPECIALIZATIONS

Choose your edge. Four AI-integrated tracks, each ending in a live capstone.

In Year 2 you choose from four specializations, 30 minimum strength / batch size required to start a specialisation.

- Business Transformation with AI & Agentic AI
- AI-Powered Finance & Fintech
- AI-Powered Marketing & Growth
- AI in Operations & Supply Chain Management

*Each track runs across Trimesters 4–6 and concludes with an industry-mentored Course of Independent Study (CIS).*



# Specialization Detail

Finance & Fintech • Marketing & Growth



## AI-POWERED FINANCE & FINTECH

**T4 —**

- Decision Making & Dashboards
- AI, GenAI & Agentic AI for Business
- Fintech for Banking & Investments
- Financial Statement Analysis

**T5 —**

- Data Privacy, Governance & IP
- Transformation with AI Agents
- Investment & Portfolio Analysis
- Corporate Valuations in a Digital World

**T6 —**

- Financial Derivatives & Risk Management
- Capstone: build a virtual CFO prototype

**Signature builds —**

- Financial KPI dashboards
- An agentic CFO decision-support system
- Portfolio risk simulators

## AI-POWERED MARKETING & GROWTH

**T4 —**

- Decision Making & Dashboards
- AI, GenAI & Agentic AI for Business; Sales & Distribution in the AI Age
- AI-Driven Social Media & Community Building.

**T5 —**

- Data Privacy, Governance & IP
- Transformation with AI Agents
- Product Management & Pricing Strategy
- Marketing Automation

**T6 —**

- Customer Behaviour & CRM
- Capstone: build an AI marketing command centre

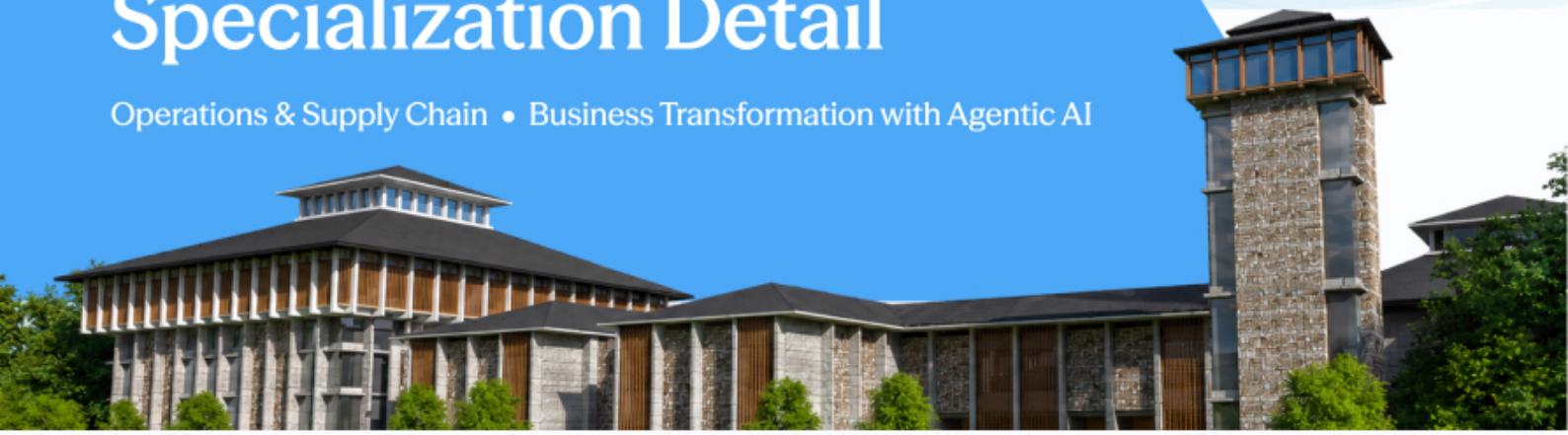
**Signature builds —**

Marketing performance cockpits, GenAI campaign agents, full-funnel automation.

*Program structure, curriculum, projects, schedule, and faculty are subject to change at the discretion of IIM Sirmaur.*

# Specialization Detail

Operations & Supply Chain • Business Transformation with Agentic AI



## AI IN OPERATIONS & SUPPLY CHAIN MANAGEMENT

**T4 —**

- Global Logistics & SCM
- Supply Chain Analytics & Strategy
- AI-Powered Procurement & Supplier Risk
- AI-Driven Planning & Forecasting

**T5 —**

- AI-Enabled Warehouse Automation
- Service Operations & Agentic AI
- AI-Driven Quality Management
- Logistics Optimization & Route Planning.

**T6 —**

- GenAI for Lean, Six Sigma & Process Optimization
- Capstone.

**Signature builds —**

Multi-country route optimization, supplier-risk dashboards, demand-forecasting models.

## BUSINESS TRANSFORMATION WITH AI & AGENTIC AI

**T4 —**

- Decision Making & Dashboards
- AI, GenAI & Agentic AI for Business
- Business Forecasting
- Customer & Pricing Analytics.

**T5 —**

- Data Privacy, Governance & IP
- Transformation with AI Agents
- Leading Change in the Age of AI
- Workflow & Team Re-Design.

**T6 —**

- AI Transformation Project & Program Management
- Capstone: redesign a business unit with AI agents.

**Signature builds —**

PMO impact dashboards, multi-agent operations workflows, agent-human org redesign.

*Program structure, curriculum, projects, schedule, and faculty are subject to change at the discretion of IIM Sirmaur.*

## INSIDE THE

# AI CLINIC*

Most programs end with case studies. This one ends with proof of execution. You build with AI-driven systems and tools from day one, the way teams deploy AI inside a real organization.

## What happens inside

### LIVE NO-CODE ENTERPRISE PROJECTS

Sourced from Futurense's industry network, across marketing automation, financial forecasting, and workflow transformation.

### AI WORKFLOW DESIGN & IMPLEMENTATION ROADMAPS

That mirror how global enterprises deploy GenAI and agentic AI.

### HANDS-ON MASTERY OF 30+ AI AND AUTOMATION TOOLS:

From ChatGPT, Claude, and Zapier to Looker Studio, LangChain, and GitHub Copilot.

### ONE-ON-ONE MENTORSHIP

From industry mentors who review your AI strategy, implementation logic, and measurable ROI.

**Conducted by industry experts and facilitated by Futurense.*

Your AI Clinic projects become part of your career portfolio: proof you can lead and deliver AI-led outcomes.

# YOUR AI RESOURCE PACK & WORKSHOPS

Everything you need to apply AI from week one, included.

## AI Resource Pack (valued at ₹90,000)

- 100+ Enterprise prompt libraries & workflows across Marketing, Product, HR, and Finance.
- AI Clinic Masterclass Series: 1–2 masterclasses each trimester, led by CXOs of the Futurense Leadership Council, on applying AI, GenAI, and agentic AI inside your function.

## AI Tools Workshops by Futurense (for non-tech professionals)

- GenAI for productivity, communication & storytelling
- Automating workflows & building AI assistants
- AI for customer insight & research
- GenAI for marketing & prototyping

## Agentic AI Implementation Blueprints

- Five ready-to-deploy blueprints across Marketing, HR, Finance, Team Management, and Customer Experience.

# YOUR HEAD START & CAMPUS IMMERSION

Get ready. Then **experience the IIM** way, in person.

## Futurense Bridge Course* (before the eMBA begins)

### GenAI, Agentic AI & Prompt Engineering
How AI works and where it creates value

### Maths Refresher

### Vibe Coding Workflows
Build apps and prototypes without code Systems thinking for AI

### System thinking for AI

**Outcome:**

Enter the EMBA already confident with AI tools and the language to lead cross-functional teams.

*Offered by Futurense.

## Campus Immersion at IIM Sirmaur (once per year)

Leadership & strategy workshops, hands-on AI practice, faculty interactions, and peer networking on the Himalayan campus.

*The Bridge Course is recommended but not mandatory.*

*Twin-sharing accommodation is arranged by IIM Sirmaur, subject to availability. Each immersion carries an additional fee of approximately ₹10,000 (tentative; charges may vary).*

# YOUR CAREER OUTCOMES

This isn't about learning AI. It's about learning how to lead with it.

ACROSS SPECIALIZATIONS, GRADUATES MOVE INTO ROLES SUCH AS:

| SPECIALIZATION | TARGET ROLES |
| --- | --- |
| AI-Powered Finance & Fintech | FinTech Product Manager, Risk Analytics Manager, AI-Enabled FP&A Specialist, Finance Analyst |
| AI-Powered Marketing & Growth | Marketing Analytics Manager, AI-Enabled Product Manager, AI Growth Manager, GenAI Content Strategist |
| AI In Operations & Supply Chain | Logistics Manager, AI Supply Chain Analyst, Demand Forecasting Manager, Decision Intelligence Analyst |
| Business Transformation With AI & Agentic AI | Digital Transformation Manager, Business Intelligence Manager, AI Transformation Manager |

# CAREER ASSISTANCE*

Your IIM Sirmaur degree gives you credibility. Futurense gives you visibility.

Every learner gets personalized support to transition into AI-powered leadership roles:

**01** | **Personal career mapping**
Plans built around your background and specialization.

**02** | **Resume & LinkedIn optimization**
Plans built around your background and specialization.

**03** | **Portfolio & personal branding**
Aligned to your target roles.

**04** | **Industry workshops & webinars**
Learn directly from leaders and domain experts.

**05** | **Mock interviews & expert feedback**
Practice and actionable guidance.

**Beyond graduation:**

The Futurense Breakfast Club keeps you in an alumni network with monthly career webinars, referrals, mentorship, and continuous collaboration. 8.0+ CGPA is required for 100% placement support by Futurense. Career support is provided; employment is not guaranteed.

*Offered by Futurense

# Faculty & Leadership Council

Gain access to mentorship and networking opportunities with AI leaders shaping the future of technology.

## Trimester 1



**Dr. Vishnuprasad Nagadevara**
Professor



**Dr. Amit Gupta**
Professor



**Dr. Jasmeet Kaur**
Assistant Professor



**Dr. Sonali Shakar**
Assistant Professor



**Dr. Binay Kumar Rajak**
Assistant Professor



**Dr. M Pachayappan**
Assistant Professor

## Trimester 2



**Dr. Abhitesh Ranjan**
Assistant Professor



**Dr. Advaita Rajendra**
Assistant Professor



**Dr. Anuj Jain**
Assistant Professor



**Dr. Lakshmi Parvathy**
Assistant Professor



**Dr. Satender Pal Singh**
Assistant Professor



**Dr. Shashi Kant Srivastava**
Assistant Professor

## Trimester 3



**Dr. Rahul Bodhi**
Assistant Professor



**Prof. Sonakshi Gupta**
Assistant Professor



**Dr. Narpat Ram Sangwa**
Assistant Professor



**Dr. Sambit Lenka**
Assistant Professor



# Futurense Leadership Council

Co-architects, Professors of Practice, and Mentors of the Program




**Anand Das**
TVS Motors
Chief Digital & AI Officer




**Ankit Mogra**
Ather Energy
Director - Insights & Analytics




**Muthumari S**
Brillio
Global Head of Data & AI Studio




**Shrirsha Ray**
Thomson Reuters
Director of Engineering




**Ishu Jain**
Myntra
Head of Central Analytics



**Pankaj Rai**
Aditya Birla Management Corp
Group Chief Data & Analytics Officer




**Madhu Hosadurga**
Schneider Electric
Global VP, Enterprise AI




**Nithya Subramanian**
Best Buy
Sr Director Data & AI COE




**Swati Jain**
Deloitte
Partner, Digital AI & Analytics




**Srini Oduru**
Kearney
Head of IT Delivery & Operations




**Anirban Nandi**
Albertsons Companies India
Vice President,AI and Data




**Indrani Goswami**
Nykaa
Associate Director

# Futurense Leadership Council

Co-architects, Professors of Practice, and Mentors of the Program




**Vishal Nagpal**
Best Buy
Director of Data & AI




**Krithika Muthukrishnan**
Scripbox
Chief Data Science Officer



**Tushar Sahu**
Google
Director Engineering



**Sumon Maal**
SonyLiv
Director Engineering




**Ruchika Singh**
Spotify
Director, Data Science & Insights



**Nishant Chandra**
Microsoft
Industry Copilot Leader & Head



**Vidhi Chugh**
All About Scale
Head of AI




**Ashish Kulkarni**
Kritrum
Director Applied AI




**Gaurav Srivastava**
Amazon
Analytics Business Intelligence



**Arpit Agarwal**
Google
Data Science Manager




**Ashutosh Shinde**
PayU
Director, Software Engineering




**Biju Kalleppilli**
SAP Labs
Industry Copilot Head

# ELIGIBILITY & ADMISSION

If this MBA matters to you, check if you qualify.

## You're the right fit if you are

- A mid-career professional or emerging leader ready to integrate AI and lead transformation.
- A team leader, consultant, or functional head looking to future-proof your career.
- Driven to understand AI, from a tech or non-tech background.

## This may not be for you if you are

- A senior executive already leading large-scale AI initiatives.
- A fresher with no professional or analytical experience or interest.
- Unwilling to engage with new digital tools or AI-led workflows.

## Eligibility

- Bachelor's degree (12+3) with at least 50% marks.
- Minimum 2 years of work experience (5–15 years preferred).
- Selection via a pre-screening test and an online or AI-based video interview conducted by IIM Sirmaur.

## Admission steps

1. APPLY ONLINE
2. PAY APPLICATION REGISTRATION FEE
3. PRE-SCREENING TEST
4. IIM SIRMAUR PANEL INTERVIEW
5. RECEIVE OFFER LETTER
6. PAY PROGRAM FEE
7. BEGIN THE PROGRAM

choose your specialization and conclude with a live capstone)

# Fees Structure

Structured, flexible, and built for working professionals.



| ACADEMIC YEAR | FEE | PAYMENT BREAK-UP |
|---|---|---|
| **Year 1** | **₹4,00,000** | Two installments of **₹2,00,000** |
| **Year 2** | **₹4,00,000** | Two installments of **₹2,00,000** |

**Application Registration Fee:**
**₹10,000**

**Paid to Futurense at application** (separate from program fee). Refundable only if not selected by IIM Sirmaur; no refund for withdrawal or dropout after selection.

**Campus Immersion Fee**
**₹10,000**

**Per immersion, payable to IIM Sirmaur** (twin-sharing accommodation subject to availability).

*Payment follows IIM Sirmaur's standard fee policy.*

# ABOUT IIM SIRMAUR

**Established in 2015** in Himachal Pradesh, the **Indian Institute of Management (IIM)** Sirmaur is a new-generation IIM known for futuristic pedagogy, niche specializations, and industry-aligned partnerships.

Located in the **Sirmaur district,** it pairs the academic rigour and brand equity of the IIM network with a progressive, forward-looking approach to management education. The institute is committed to developing future-ready leaders, and this **MBA with AI** program is another step toward integrating AI fluency with management excellence.





# ABOUT FUTURENSE

Committed to positioning India at the forefront of AI evolution.

Futurense is one of India's fastest-growing AI-skilling companies, dedicated to accelerating India's role in global AI development. Its mission is to scientifically map AI talent demand and build scalable, industry-aligned upskilling models that equip Indian professionals with cutting-edge capabilities.

- 3M+ LEARNERS
- 540+ HIRING PARTNERS
- 70+ UNIVERSITY COLLABORATIONS
- 100+ MENTORS & EXPERTS
- 10+ IIT & IIM PARTNERSHIPS
- 25K+ CAREERS TRANSFORMED

## FOUR VERTICALS

**Futurense.uni:**
Online degree and certificate programs in partnership with IITs and IIMs.

**Futurense Global:**
Study-abroad and credit-transfer programs with leading global universities.

**Futurense School of AI:**
Co-branded AI-focused undergraduate programs for select universities, managed end-to-end.

**Futurense.enterprise:**
Staffing and corporate reskilling solutions for Fortune 500 companies and global capability centres (GCCs).

# INDUSTRY PARTNERS & WHAT LEARNERS SAY

540+ hiring partners. Real learner outcomes




*My time while pursuing the program provided a strong academic base, practical learning opportunities, and valuable mentorship that shaped my professional outlook. At Futurense Technologies, I gained hands-on experience with real-world projects, enhanced my technical and analytical skills, and learned to adapt in fast-paced, collaborative environments. Together, these experiences have strengthened my industry readiness and problem-solving capabilities."*

**Shubham Paliwal**

Software Quality Engineer, AIRLINQ

*My experience has been both enriching and transformative. The institute provided a strong academic foundation, encouraging analytical thinking, collaboration, and real-world problem solving. Through a structured curriculum and supportive faculty, I was able to strengthen my technical and professional skills. The experience helped me develop a deeper understanding of business processes, emerging technologies, and workplace professionalism. Overall, it has been a valuable journey that has significantly contributed to my personal and career growth."*

**Gautham Yezhuvath**

Senior Security Analyst, Accenture

*Good experience. Quality teachers, and the Futurense experience is smooth.*

**Vishwa Bandhu**

Trehan, Tech Lead, Tech Mahindra

*It's going great. Communication is transparent, and the faculty are supportive and helpful.*

**Dheeraj Joshi**

Amazon PPC Expert, Freelancing

*Pursuing the MBA through Futurense.uni has been a valuable step toward aligning my skills with the future of the Renewable Energy sector. The peer learning and professional network have been enriching. The program offers a solid foundation for tech-driven leadership."*

**Manish Kumar Pandey**

Assistant General Manager, Hero Future Energies

*Testimonials are from previous Futurense courses.*

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# Get Started

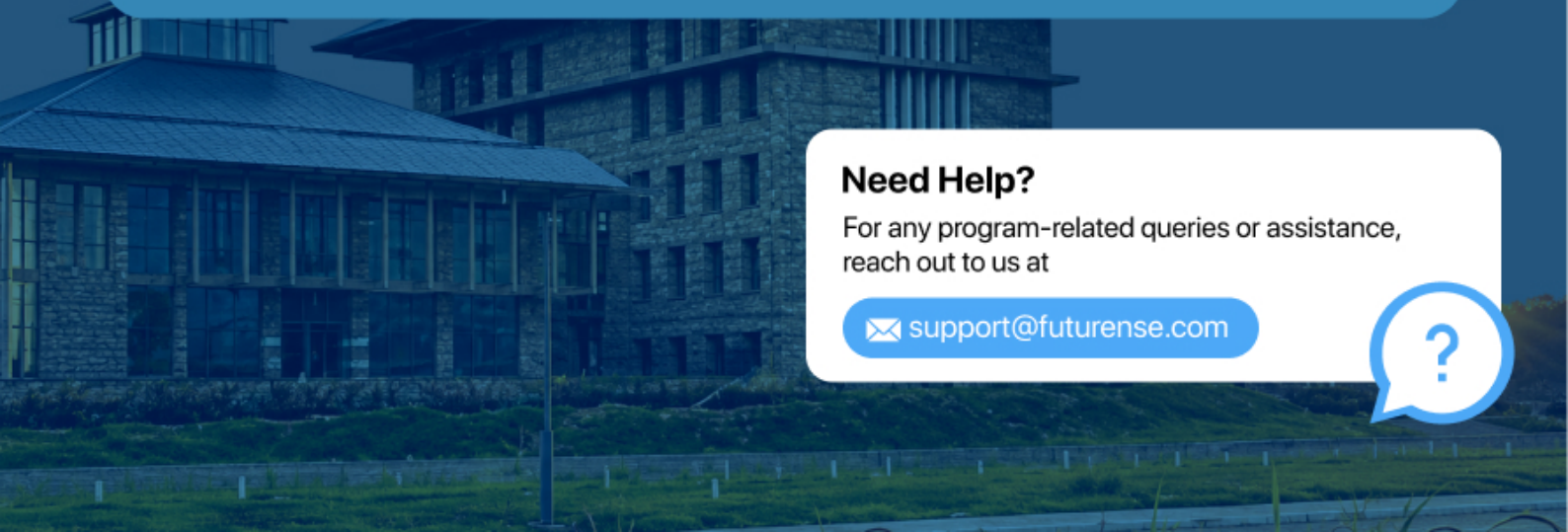
ADMISSIONS OPEN → COHORT 5

Start Your Application Now

Follow Us On Instagram

For any queries, reach out to us at:

+91 92664 53849 embaoffice@iimsirmaur.ac.in



**Need Help?**

For any program-related queries or assistance, reach out to us at

support@futurense.com