XIME

Shaping Future Leaders

Bangalore | Kochi | Chennai

Navigating the AI Frontier

A Workshop on Understanding and Applying AI in Business & Academia

This two-day immersive workshop addresses the transformative impact of Artificial Intelligence (AI) on the academic and professional landscapes. The rapid evolution and widespread adoption of AI solutions across industries necessitate a deeper understanding for faculty, researchers, and PhD scholars. This program goes beyond merely comprehending AI's influence on business, markets, and individuals; it empowers participants to harness AI's capabilities for cutting-edge research, innovative curriculum design, and the cultivation of future-ready generations.

Designed as a structured introduction for those new to AI, the workshop will progressively build your understanding and practical application skills.

Day 1: Demystifying AI and Exploring its Applications

We'll begin by demystifying core AI concepts, providing a foundational understanding of what AI entails, its operational mechanisms, and its diverse forms: from machine learning to natural language processing. This foundation will enable us to explore compelling use cases across a spectrum of academic disciplines and industries. You'll discover how AI is actively being leveraged for research, data analysis, content creation, and strategic decision-making, expanding your knowledge of AI as a practical tool for your daily work.

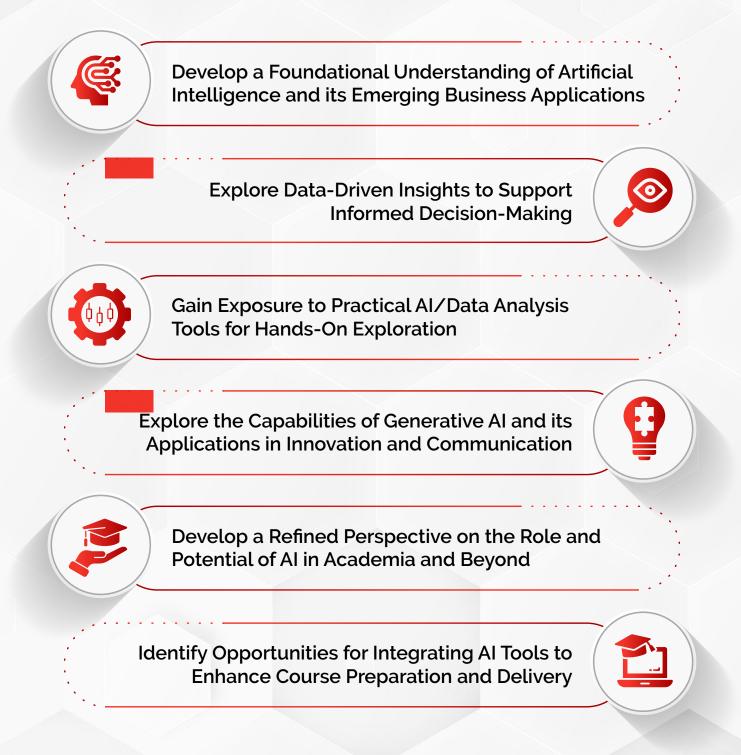## Day 2: Integrating AI into Pedagogy and Curriculum

The second day is dedicated to transforming AI into an invaluable ally for developing and refining your pedagogical approaches. We'll delve into practical methodologies for integrating AI into your curriculum, ensuring your programs remain at the forefront of technological advancement and produce graduates equipped for the future workforce.

By the conclusion of this workshop, you will possess a robust understanding of AI's capabilities and limitations, along with the confidence to effectively utilize it as an aid in your professional endeavors. As the field of AI continues its rapid advancement, this workshop will prepare you to comprehend new developments as they emerge and adapt them to innovate your research, refine your teaching, and ultimately, shape the next generation of academic and business leaders fluent in the language and application of AI.
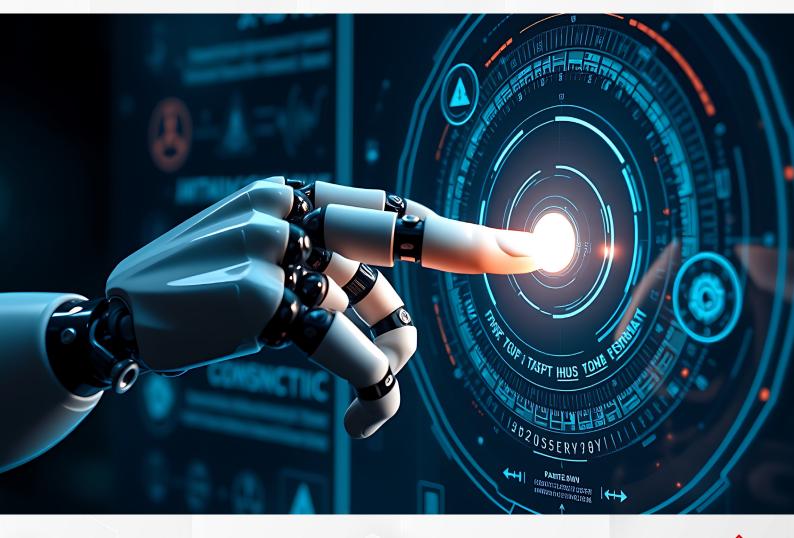
Workshop Objectives

At the end of this workshop, participants will be able to:

Develop a Foundational Understanding of Artificial Intelligence and its Emerging Business Applications

Explore Data-Driven Insights to Support Informed Decision-Making

Gain Exposure to Practical AI/Data Analysis Tools for Hands-On Exploration

Explore the Capabilities of Generative AI and its Applications in Innovation and Communication

Develop a Refined Perspective on the Role and Potential of AI in Academia and Beyond

Identify Opportunities for Integrating AI Tools to Enhance Course Preparation and Delivery

Who will benefit?

The ideal target audience for this program includes:

◈ **Academic Faculty Members:** Lecturers and instructors from business schools and universities looking to integrate AI and data science into their teaching practices.

◈ **Researchers and Academicians:** Individuals engaged in academic research who wish to apply AI techniques to investigate complex phenomena within their disciplines.

◈ **Doctoral and Postgraduate Students:** Ph.D. candidates and master's students in business, management, or related fields seeking to enhance their analytical and research capabilities using AI methodologies.

Pedagogy

The workshop will be conducted for 2 days on premises at XIME - BLR - 9.00 am - 5.00 pm.

Time Slot	Module & Topic
Day 1	
9:00 AM - 9:30 AM	Workshop Inauguration - Welcome & Introduction
9:30 AM - 10:30 AM	Understanding Artificial Intelligence
10:30 AM - 10:45 AM	Morning Tea Break
10:45 AM - 11:45 PM	Data Exploration
11:45 AM - 1:00 PM	AI for Predictive Analytics (Part 1)
1:00 PM - 1:45 PM	Lunch Break
1:45 PM - 3:15 PM	AI for Predictive Analytics (Part 2)
3:15 PM - 3:30 PM	Afternoon Tea Break
3:30 PM - 5:00 PM	AI for Classification Problems
Day 2	
9:00 AM - 10:30 AM	Introduction to Generative AI
10:30 AM - 10:45 AM	Morning Tea Break
10: 45 AM - 11:45 PM	Generative AI Use Cases - Innovation & Marketing
11:45 AM - 1:00 PM	AI and its Limitations
1:00 PM - 1:45 PM	Lunch Break
1:45 PM - 3:15 PM	Using AI for Curriculum Development
3:15 PM - 3:30 PM	Afternoon Tea Break
3:30 PM - 4:45 PM	Using AI as a Teaching Aid
4:45 PM - 5:00 PM	Workshop Wrap-up & Next Steps

Profile of the resource persons

Prof. J Philip - Prof Philip had made a considerable impact in the management educationfield. He served as Vice President – Global (Human Resources) at Oberoi Hotels Group. Prof. J. Philip founded XIME in 1991 and is the current Chairman of XIME, Bangalore. Educated at XLRI, Jamshedpur and Harvard Business School, USA, Prof. Philip has a rich blend of experience in management, both in public and private sectors, with a special focus on human resources development.

He was one of the founders of the MBA programme of XLRI and was the first non-Jesuit Dean of XLRI at the age of 34. Prof Philip had made a considerable impact in the management education field as the Director of Indian Institute of Management, Bangalore (IIMB), the Founder President of the Association of the Indian Institute of Management Schools (AIMS)–the National Association of all top Business Schools of India, and as the Founder President of the Association of BRICS Business Schools (ABBS).

He is considered as one of the "Top Management Thinkers of India" and also regarded as "Peter Drucker of India". He is the recipient of many awards: XLRI's Lifetime Achievement Award for Excellence in the Profession and Societal Contribution in 2010; AIMA's Kewal Nohria Award for Academic Leadership in Management Education in 2011 and Dr. Suresh Ghai Memorial Award for 'Outstanding Management Education Leadership' by the Higher Education forum (HEF), Mumbai in 2016. He is the author of many books in the area of Management, the latest one being: 'Human Resources Practices and Labour Laws: An International Perspective'.

Johnson Clement Madathil - is an Assistant Professor in the Analytics area at XIME Bangalore and an alumnus of NIT Calicut and Central University of Tamil Nadu. He has been actively engaged in delivering invited sessions on Statistics, Data Science, and Artificial Intelligence at prestigious institutions including NITs, Central Universities, and Government Colleges. As a committed researcher, he has published several research papers in top-tier journals, including ABDC-A category journals.

Dr. Krishna Kumar Nallur - is an Associate Professor at XIME and Dean – External Programmes, he is a seasoned leader and innovator with over 30 years of experience in technology, innovation, and entrepreneurship. Passionate about fostering start-ups and venture creation, he has made significant contributions across various functional domains, focusing on technology-driven solutions.

At Singapore Management University's Institute for Innovation & Entrepreneurship, he launched the university's first start-up acceleration program and created the Entrepreneurship Immersion Programme. These initiatives helped produce over 30 start-ups and enabled aspiring entrepreneurs to secure seed funding.

As Sr. Associate Director at SMART (Singapore MIT Alliance for Research & Technology), Dr. Nallur identified and supported high-potential research projects for commercialization, contributing to the creation of over ten spin-off companies.

Most recently, as CEO of Speedcargo Technologies Pte. Ltd., he led the company's strategy, business development, and fundraising efforts.

Dr. Nallur holds a Doctor of Business Administration (Innovation) from Singapore Management University, a Post Graduate Diploma in Management from T.A. Pai Management Institute, and a BSc from St. Joseph's College of Arts & Science. With deep academic, start-up, and industry experience, he is dedicated to driving innovation and creating opportunities in the entrepreneurial space.

Dates:
27 th & 28 th June 2025 from 9.00 AM to 5.00 PM

Venue:
Xavier Institute of Management & Entreprepreneurship, Electronic City - Phase 2, Bangalore 560 100

Course Fees:
Rs. 6,000 per participant (inclusive of GST)

For further details, please contact:
mdpblr@xime.org
Xavier Institute of Management & Entrepreneurship
Electronic City - Phase 2, Bangalore - 560100
Phone: 9538055881