



# SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka– 574 146, Mangalore, Phone: 0824-2477456  
(Private University Established by Karnataka Govt. ACT No.42 of 2013, Recognized by UGC,  
New Delhi & Member of the Association of Indian Universities, New Delhi)

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**Administrative Office: GHS Road, Mangalore-01, Phone 0824-2425966, 2412382**

## INSTITUTE OF MANAGEMENT & COMMERCE

### Master of Business Administration – Artificial Intelligence and Consulting ADMISSION OPEN

**Duration:** Two year, 4 Semester Programme

**Eligibility:** Any Bachelor degree of UGC recognized University with 50 % Marks  
Admission needs valid score in SUAT/KMAT/KEA-PGCET

**The classes will be held at College of Management & Commerce City Campus,  
Pandeshwar, Mangalore– 575 001. Phone: 0824-2441022, 2422851**

This College was previously named as Srinivas Institute of Management Studies (SIMS),  
Pandeshwar, Mangalore since 1999 recognized by **AICTE**, New Delhi and Accredited with 'A'  
Grade by **NAAC**.

**SIMS is Ranked #1 among Top International Business Schools other than USA and Ranked #3  
among Top World Business Schools including USA in the Total number of research publications  
during last one year by Elsevier's Social Science Research Network (SSRN), USA.**

#### ABOUT MBA PROGRAMME:

Artificial intelligence has been evolving rapidly in recent years, and many MBA programs offer degrees in the field. A unique combination of technical and consulting abilities will be on display as part of this ground-breaking programme, which is open to both students and professionals. An MBA in AI, graduates will be prepared to work in various industries, including healthcare, finance, and manufacturing. MBA with a concentration in Artificial Intelligence and Consulting is a two-year full-time program offered by the institute. The degree program prepares students for management consulting, marketing, product management, and software engineering careers. It offers them the skills and knowledge required to develop artificial intelligence applications for businesses.

#### OBJECTIVES:

The objective of the MBA **Artificial Intelligence & Consulting** is to equip students with the necessary skills and knowledge required to manage the intricacies that stem from an artificial intelligence-driven world. The programme is aimed to transform students into leaders ready to tackle the ever-increasing challenges of a technology-savvy environment and consultancy-based career as well. This is accomplished through the following learning goals and objectives:

- Integrative learning and knowledge of both the topics on management and AI ecosystem.
- Nurturing the ability to identify, and critically analyze critical problems.
- Critically evaluate the basis of business value-creating activities and the impact of the external environment on value creation.
- Team participation and leadership building.
- Functional business knowledge of marketing, operations, information technology finance, accounting, statistics, and quantitative analysis
- Building the confidence of executives to able to lead role-specific management projects.

### UNIQUE FEATURES:

- ❖ Semester Scheme in MBA – Artificial Intelligence and Consulting including a wide range of electives as in Data Analytics & Business Intelligence, Marketing Analytics, Supply Chain Analytics, People Analytics, Optimization Analytics and Block Chain Technology to choose from.
- ❖ Student involvement in Short Intensive project and final Capstone Project during M.B.A programme.
- ❖ Updated industry oriented syllabus
- ❖ Innovations in examination system with 50% weightage to continuous evaluation and 50% weightage to semester end exam.
- ❖ Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- ❖ Support for Education Loan Facility from Leading Banks. Hostels & Transportation Facility.
- ❖ MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- ❖ Guest lecture series from Management professionals and additional certificate programmes in each semester.
- ❖ Course scheduled to complete on due time with Provisional Degree Certificate by 30<sup>th</sup> May.
- ❖ Participation/publication opportunity in two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- ❖ Opportunity to continue further studies leading to M.Phil./Ph.D.
- ❖ Study books /Materials prepared and supplied according to the Syllabus.
- ❖ Campus Placement Support with National & Multi-National Companies through dedicated Placement Office/Student Counselor.
- ❖ Certificate courses on Spreadsheet Modeling, Graphics, Statistical data Analysis software, Online investment /Trading/Ad Design/Business Analytics.
- ❖ Congenial learning environment and encouragement for student research & publications.
- ❖ Foreign Trip to U.K./France/Malaysia/Singapore/Dubai with International Certification Programme (optional).
- ❖ Earn while Learn Opportunities in Technology and consulting companies.
- ❖ Scholarships based on merit for low-income categories.
- ❖ Individually Monitored Practical Internship and Project Assignments.

### PROGRAMME STRUCTURE:

S. No.	Semester 1	Credits	Marks
1	Introduction to Artificial Intelligence	4	100
2	Business Statistics and Analytics	4	100
3	Principles of Management & Managerial Ethics	4	100
4	Leadership & Organizational Behavior	4	100
5	Financial Accounting	4	100
6	Legal Systems in Business	4	100
7	Case Development on Industry Analysis – (EAEP 1)	2	50
8	Spreadsheet Modelling - (ESEP 1)	2	50
	<b>Total</b>	<b>28</b>	<b>700</b>

S. No.	Semester 2	Credits	Marks
1	Developing Consulting Mindset for Business	4	100
2	Innovation & Strategic Management	4	100
3	Financial Management	4	100
4	Data Visualization Principles & Tools	4	100
5	Decision Science	4	100
6	Ethics in AI & Governance	4	100
7	Short Intensive Project	2	50
8	Business Research Methods	2	50
		<b>28</b>	<b>700</b>

S. No.	Semester 3	Credits	Marks
1	Technology for Business	4	100
2	Entrepreneurship and New venture creation	4	100
3	Accounting for Decision making	4	100
4	Elective Course 1*	4	100
5	Elective Course 2*	4	100
6	Elective Course 3*	3	100
7	Certificate Course in Statistical Analysis - ESEP III	3	50
8	Case Development on CEO Analysis - EAEP III	2	50
		<b>28</b>	<b>700</b>

S. No.	Semester 4	Credits	Marks
1	Internship in Industry, Dissertation and Viva - Voce	4	700
2	Swayam MOOC 1/ Case Study on ChatGPT/ Chatbots/AI Applications	CS	CS
4	Swayam MOOC 2	CS	CS
5	Publication & IPR - ESEP IV	CS	CS
6	Project on Framework in Consultancy - EAEP IV	CS	CS
		<b>28</b>	<b>700</b>

\* Students choose from a range of electives offered

– AI in Industry specific applications, Data Analytics & Business Intelligence, Marketing Analytics, Supply Chain Analytics, People Analytics, Optimization Analytics, Block Chain Technology, Machine Learning and Deep Learning, Natural Language Processing,

\* IV semester comprises industry internship study/capstone project as part of immersive learning in curriculum.

#### COMPETITIVE EDGE:

The demand for Artificial Intelligence students is increasing day by day. Any student with the passion to excel in the field will succeed.

#### CAREER OPPORTUNITIES:

Students who have completed MBA in Artificial Intelligence will get jobs in both the Public and Private sectors. They can work in the IT field and other related fields like Data Analytics, Gaming, Manufacturing Sector, Assembly Line Operations, Natural Language Processing, Robotics, etc. Some of the most common job profiles that an MBA Artificial Intelligence postgraduate can opt for are mentioned below -

- ❖ Technical Services Manager
- ❖ Data Analyst
- ❖ Game Programmer
- ❖ Product Manager
- ❖ Business Intelligence Developer
- ❖ Lead Network Engineer
- ❖ Computer Scientist
- ❖ Security Analyst
- ❖ Data Architect
- ❖ Data Communications Analyst
- ❖ **Self-employed MBA** graduates develop the ability to start their own business venture and become successful entrepreneurs.

The following recruiters are the top recruiters of MBA in Artificial Intelligence and Consulting – Equifax, Juniper Network, NVIDIA, AIG, Oracle, Amazon, Infosys, Microsoft, Dell, Reliance, ABB, ADA

**JOIN ABOVE INNOVATIVE MBA (Dual Specialization) PROGRAMME WITH INDUSTRY RELEVANT SYLLABUS TO RE-DEFINE YOUR CAREER ALTITUDE!!!**

**INSTITUTE OF MANAGEMENT & COMMERCE**

**CREATING INNOVATORS**



**SRINIVAS UNIVERSITY**

**Educating the Next Generation**

**For Further Information call: 0824-2412382/ 2441022**