



Value added Course on “INDUSTRIAL APPLICATIONS OF ARTIFICIAL INTELLIGENCE”

Objectives

To bridge the gap between conceptual understanding and real-world application by providing hands-on exposure to business analytics tools, AI concepts, data handling, and dashboard creation. The course aims to enable students to translate analytical results into actionable managerial decisions in dynamic business environments.

Topics to be Covered

- **Business Data Handling & Preparation:** Data cleaning, filtering, structuring, and identifying KPIs for sales, HR, and finance.
- **Analytical Execution for Descriptive Insights:** Calculating business metrics, performance indicators, and identifying historical trends.
- **Visualization & Dashboard Development:** Designing interactive dashboards and visual summaries for executive use.
- **Predictive Analytics for Planning:** Trend analysis, simple forecasting, and regression-based prediction for business scenarios.
- **Decision Support & Interpretation:** Converting numerical outputs into clear, actionable managerial recommendations.

Organized by

School of Management Studies

Audience

MBA Students (IV Semester)

Convener

Dr. V. Barla
Industry Professor

Advisor

Prof. C. V. Narasimhulu
Principal

Coordinator

Dr. S. Saraswathi
Assoc. Prof. & HoD

Co-Coordinators:

- Dr. P. Vara Prasad Goud, Assistant Professor, SMS
- Dr. K. Bhagya Lakshmi, Assistant Professor, SMS

Resource Persons

- Dr. V. Barla, Industry Professor, School of Management Studies
- Dr. K. Prabhakar, Professor, AIML
- Dr. B. Indira, Associate Professor & HoD, MCA
- Dr. K. Ramana, Associate Professor, AI&DS
- Dr. Pratima, Assistant Professor, IT