

Artificial Intelligence in Management

Transforming Teaching, Research & Decision-Making



20 – 24 July 2026



Astha School of Management
Panchamukhi Vihar, Atala
Bhubaneswar, Odisha – 752101



ABOUT THE PROGRAMME

Artificial Intelligence is transforming the landscape of management education, research, and institutional decision-making. This FDP is designed to empower faculty members with practical AI knowledge, hands-on experience, and innovative teaching strategies to effectively integrate AI into classrooms, research, and academic administration.

Through expert sessions, live demonstrations, case discussions, collaborative learning, and project work, participants will explore cutting-edge AI tools applicable across diverse management disciplines.

SCAN TO REGISTER



Expert
Sessions



Hands-on
AI Tools



Live
Demonstrations



Case
Studies



Project-based
Learning



Certificate of
Participation

Empowering Educators for the AI Era



PROGRAMME OBJECTIVES

- Familiarize faculty members with the fundamentals and applications of Artificial Intelligence in management.
- Develop competency in using AI tools for teaching, research, assessment, and academic administration.
- Enhance research productivity using AI-powered literature review, data analysis, and academic writing tools.
- Demonstrate AI applications across HR, Marketing, Finance, Operations, and Entrepreneurship.
- Encourage faculty members to design AI-enabled teaching-learning resources.



LEARNING OUTCOMES

- Understand AI concepts relevant to management education.
- Use Generative AI tools effectively for teaching and research.
- Design AI-assisted lesson plans, case studies, and assessments.
- Apply AI in data analysis and decision-making.
- Create AI-supported classroom activities and learning resources.
- Develop an AI-based academic project.
- Present innovative AI applications relevant to management education.



PROGRAMME SCHEDULE

DAY & DATE	THEME	MAJOR SESSIONS / ACTIVITIES	RESOURCE PERSONS
Day 1 20.07.2026 (Monday)	Introduction to AI & AI Applications in Marketing Management	• Why AI is Important in Marketing • Applications of AI in Marketing • AI Tools for Marketing (Live Demonstration) • Case Studies	Prof. Kaliprasad Satapathy Asst. Professor (Marketing) Prof. Manoj Kumar Behera Asst. Professor (Marketing)
Day 2 21.07.2026 (Tuesday)	AI Applications in Human Resource Management	• Introduction to AI and HRM • AI Applications Across HR Functions • AI Tools Demonstration • Case Studies & Industry Practices • Companies Using AI in HR • Hands-on Activity & Discussion	Dr. Swetapadma Dash Assoc. Professor (HR) Dr. Anindita Das Asst. Professor (HR)
Day 3 22.07.2026 (Wednesday)	AI Applications in Finance	• Introduction to AI in Finance • AI Applications in Finance • AI Tools Demonstration • Hands-on Activity • Ethics, Challenges & Future Trends • Group Discussion	Dr. Bishnu Prasad Kar Asst. Professor (Finance) Prof. Ananya Swain Asst. Professor (Finance)
Day 4 23.07.2026 (Thursday)	Guided Project Development & Project Presentations	• Guided Project Development • Project Presentations	Prof. Kaliprasad Satapathy Asst. Professor (Marketing)
Day 5 24.07.2026 (Friday)	Expert Talk & Valedictory Session	• Expert Talk • Valedictory Session • Certificate Distribution • Vote of Thanks	Expert Talk by Er. Kausik Upadhaya VP, Renovaterra Engineers Pvt. Ltd.



CONTACT

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Resource Persons



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