



S P Jain
School of Global
Management

DUBAI • MUMBAI • SINGAPORE • SYDNEY



MASTER OF

ARTIFICIAL INTELLIGENCE IN BUSINESS

Fundamental technological innovations from the past such as the printing press, steam engines, electrical power, and modern telecommunications have completely transformed the economy and changed the face of the world. The latest such fundamental innovation is Artificial Intelligence (AI), the use of digital computers to augment and improve human intellectual capabilities. According to PricewaterhouseCoopers, the AI revolution will result in a potential contribution of USD 15.7 trillion to the world economy just by 2030.

The rise of AI has created a great demand not only for engineers who understand its inner workings, but also for experts who understand both the technology and the business needs and can translate a business requirement to a technology specification. There is a great shortage of such experts, and S P Jain Global's Master of Artificial Intelligence in Business (MAIB) has been created to fill this gap.

The MAIB is a 2-year full-time postgraduate program that will cover the foundations, principles, and techniques of AI, as well as business subjects such as economics, accounting, finance, and marketing. In addition to learning the theory, students will work on many projects that apply AI to practical problems in retail, manufacturing, finance, and many other businesses. After graduating from this program, students will be ready to work on cutting-edge AI projects such as creating recommender systems for e-commerce companies, using AI to create and manage advertising campaigns, designing and deploying smart logistics systems and AI-based financial portfolio management.

PROGRAM OVERVIEW



2-YEAR FULL-TIME PROGRAM



STUDY ON-CAMPUS IN DUBAI OR SYDNEY



ELIGIBILITY: UNDERGRADUATE DEGREE

To view the detailed eligibility criteria, please visit: spjain.org/gd1f



**GRADUATE WITH AN
AUSTRALIAN DEGREE**

GLOBAL OPPORTUNITIES

With rapid advancements in AI technology across domains, it is not a question of if, but when, to adopt AI for businesses today. Organisations that respond rapidly to opportunities in Artificial Intelligence applications will have an advantage in the landscape of the future.

Artificial Intelligence is constantly being adapted by every field in business — from digital marketing and computational advertising, recruiting and other HR functions, supply chain optimisation, manufacturing, and healthcare management to pharmaceutical research, management of educational institutions, investment management, and banking and insurance service provision. The need, therefore, is for well-trained professionals who can use their technological and management knowledge to drive business transformation.

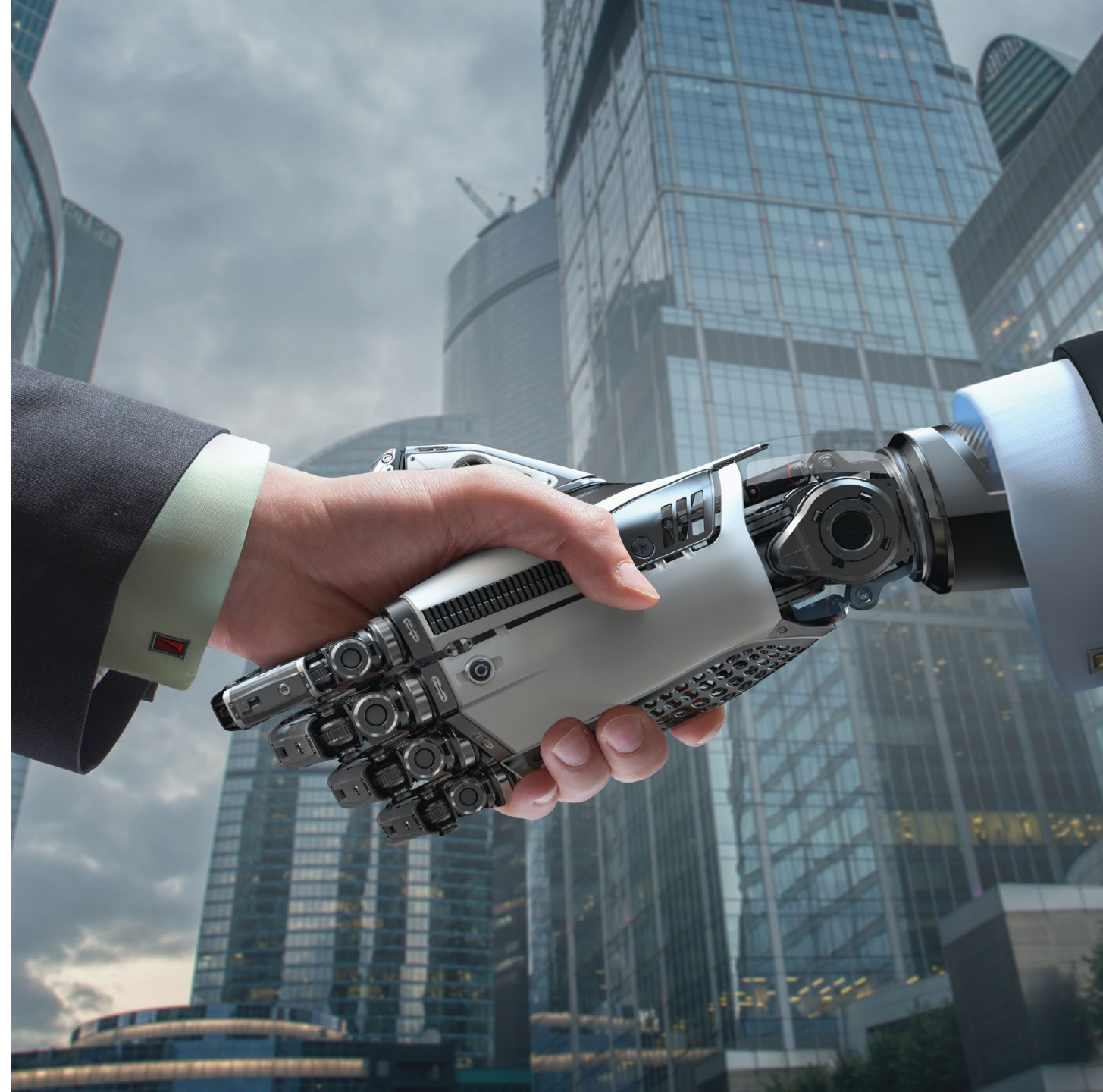
- According to a recent study by Stanford University¹, the proportion of companies adopting AI in 2023 has more than doubled since 2017.
- Artificial Intelligence could contribute up to USD 15.7 trillion to the global economy by 2030, according to a study by PricewaterhouseCoopers².
- The supply of AI specialists and researchers not meeting the high demand for AI skills has led to a spike in salaries for existing AI professionals³.

CAREERS

Artificial Intelligence is estimated to create close to 97 million jobs by 2025 as per 'The Future of Jobs 2020' report by the World Economic Forum⁴. Successful graduates of the MAIB program will be well-positioned for exciting opportunities in roles such as AI Specialists, AI Consultants, AI Transformation Managers, Machine Learning Executives, Data Scientists, Business Intelligence Developers, Digital Marketing Executives, Supply Chain Managers, and Financial Analytics Executives.

Sources:

¹bit.ly/3Zb2nVU | ²bit.ly/40ebPFf | ³bit.ly/3lr19AE | ⁴bit.ly/39xEArt



CURRICULUM

CODE	SUBJECTS	TIMETABLED HOUR	CORE /ELECTIVE	CREDITS	PRE-REQUISITES
	Term 1				
MAIB MAT 102	Mathematics of Artificial Intelligence	36	Core	2	Nil
MAIB CSC 105	Introduction to Programming	36	Core	2	Nil
MAIB DSC 102	Data Visualisation and Analytics	36	Core	2	Nil
MAIB ECO 102	Economics	18	Core	1	Nil
MAIB ACC 102	Financial Accounting	18	Core	1	Nil
	Term total	144		8	
	Term 2				
MAIB AI 113	Machine Learning	36	Core	2	Mathematics of Artificial Intelligence, Introduction to Programming
MAIB DSC 103	Reasoning and Decision Making under Uncertainty	36	Core	2	Mathematics of Artificial Intelligence, Introduction to Programming
MAIB CSC 106	Data Structures and Algorithms	18	Core	1	Introduction to Programming
MAIB QTT 101	Optimisation	18	Core	1	Mathematics of Artificial Intelligence
MAIB ORG 101	Organisational Behaviour	18	Core	1	Nil
MAIB OPS 101	Operations Management	18	Core	1	Nil
	Term total	144		8	
	Term 3				
MAIB AI 114	Deep Learning	36	Core	2	Introduction to Programming
MAIB AI 115	Natural Language Processing and Models	36	Core	2	Introduction to Programming
MAIB AI 116	Software Development for AI models	18	Core	1	Introduction to Programming
MAIB CSC 107	Introduction to Databases	18	Core	1	Nil
MAIB FIN 101	Corporate Finance	18	Core	1	Financial Accounting
MAIB MKT 101	Marketing Management	18	Core	1	Nil
	Term total	144		8	

	Term 4				
MAIB AI 217	AI in Finance	36	Core	2	Machine Learning, Corporate Finance
MAIB AI 208	AI in Marketing	36	Core	2	Machine Learning, Marketing Management
MAIB AI 218	AI in Operations	36	Core	2	Machine Learning, Operations Management
MAIB AI 219	Ethics, Sociology, and Governance of Artificial Intelligence	18	Core	1	Machine Learning
MAIB MGT 204	Design Thinking	18	Core	1	Machine Learning
	Term total	144		8	
	Term 5				
MAIB AI 220	Advanced Topics in Generative AI	36	Core	2	Deep Learning, Natural Language
MAIB AI 221	Computer Vision with Applications	36	Core	2	Machine Learning, Deep Learning
MAIB MGT 201	Business Strategy	18	Core	1	Economics, Organisational Behaviour
	<i>Elective (select one of the following two)</i>				
MAIB PRO 201	Applied Business Project	36	Elective	2	All units, Terms 1-4
MAIB PRO 202	Applied Research Project	36	Elective	2	All units, Terms 1-4
	Term total	126		7	
	Term 6				
	<i>Choose one of the following two</i>				
MAIB MGT 205	AI Strategy and Innovation Management	36	Elective	2	Machine Learning , Business Strategy
MAIB ENT 201	AI and Entrepreneurship	36	Elective	2	Machine Learning , Business Strategy
MAIB AI 222	Seminar on Current Advances in AI	18	Core	1	Deep Learning, Advanced Topics in Generative AI
	<i>Elective (Select one of the following two)</i>				
MAIB CPP 202	Capstone Industry Project	72	Elective	4	Applied Business Project , All units, Term 5
MAIB CPP 203	Capstone Research Project	72	Elective	4	Applied Research Project , All units, Term 5
	Term total	126		7	

ALL TOTAL

828

46



ASSESSMENT METHODS

S P Jain Global uses a system of continuous student evaluation, rather than a single end-of-semester final examination. The assessment types for the MAIB course include organisational case studies, simulation exercises, prototype development and exhibition, group projects, classroom presentations, quizzes, problems and exercises, industry projects, laboratory work, and final exams.

To learn more about our assessment methods, please refer to the Student Handbook on our website.

GRADUATE ATTRIBUTES OF S P JAIN GLOBAL

- Knowledge of Business, Management and Emerging Technologies
- Research and Business Intelligence
- Problem Solving and Decision Making
- Creativity and Innovation
- Intercultural Competence/Communication
- Teamwork
- Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts)

COURSE LEARNING OUTCOMES

KNOWLEDGE OF ARTIFICIAL INTELLIGENCE AND BUSINESS MANAGEMENT

Demonstrate an advanced, integrated, and coherent disciplinary and interdisciplinary knowledge of artificial intelligence technologies, business management, and research principles and methods for the application of AI to business.

CRITICAL THINKING, DESIGN THINKING AND DECISION-MAKING SKILLS

Develop problem-solving, design, and decision-making skills to identify and provide innovative solutions to complex business problems through the application of AI technologies and techniques.

COMMUNICATION AND TEAM PERFORMANCE SKILLS

Work and communicate effectively as a member or leader of a diverse team to provide superior business solutions using advanced tools and practices of artificial intelligence and business management.

ETHICS AND SOCIAL RESPONSIBILITY

Demonstrate mindfulness of professional practices in a global and sustainable context and act with professional accountability and integrity.

RESEARCH METHODS COMPETENCE

Apply knowledge of research principles and methods to plan and execute a research-based industry project with a high level of personal autonomy and accountability.

FACULTY

Faculty members are at the heart of any academic program. They create conditions that bring out the best in students. S P Jain Global’s faculty is selected on the basis of proven success and expertise. They are among the best in their respective fields - a multinational collective of recognised scholars and experts who bring a wealth of research, teaching and industry experience to the classroom.

ABHIJIT DASGUPTA

Assistant Professor and Director - Bachelor of Data Science, Big Data & Visual Analytics
PhD in Customer Experience Management,
Dr RML Awadh University, India

Areas of Specialisation: Data Science and Analytics

ADITYA PRAKASH NARVEKAR

Assistant Professor - Data Science
Master of Business Administration in Finance,
New York University, USA

Areas of Specialisation: Programming Languages,
Databases, Data Warehouse

AMIT BAGGA

Adjunct Faculty
PhD in Commerce, CCS University, India

Area of Specialisation: Corporate Finance

ANAND TP

Adjunct Faculty
Fellow Member of Institute of Chartered Accountants of India

Area of Specialisation: Finance & Accounting

ANISH ROYCHOWDHURY

Assistant Professor
PhD, Indian Institute of Science, Bangalore, India

Area of Specialisation: Data Science

ANSHUL GUPTA

Assistant Professor – Data Science
Master of Technology in Information Technology,
Rajiv Gandhi Technical University, India

Area of Specialisation: E-Commerce & Technology

AOS ALAA AL JUBOORI

Professor - Data Science and Artificial Intelligence
PhD, Multimedia University (MMU), Malaysia

Areas of Specialisation: Data Science and Artificial Intelligence

ARINDAM BANERJEE

Associate Professor and Deputy Director - Global MBA & Master of Global Business
Doctor of Education, UK

Area of Specialisation: Finance & Accounting

ARUMUGAM SEETHARAMAN

Professor and Dean - Research
PhD in Accounting & Finance,
University of Madras, India

Area of Specialisation: Business Strategy

AYYAP HARIHARAN

Adjunct Faculty
Master of Business Administration, University of Poona, India

Areas of Specialisation: Strategy

BOMAN MORADIAN

Adjunct Faculty
Master of Management Studies in Operations,
Jamnalal Bajaj Institute of Management Studies, India

Area of Specialisation: Operations Management

BOUCHRA HADER

Assistant Professor - Marketing
Master of Business Administration, IAE Grenoble, France

Areas of Specialisation: Marketing Management

CHRISTOPHER ABRAHAM

Professor and Head of Campus (Dubai)
Master of Business Administration, Regional Engineering College, India

Areas of Specialisation: Organisational Behaviour,
Design & Critical Thinking

DEBASHIS GUHA

Associate Professor and Director - Machine Learning
PhD in Operations Research, Columbia University, USA

Areas of Specialisation: Machine Learning
Fundamentals, Fundamentals of Artificial Intelligence

DEEPSHIKHA (DIA) MITRA

Adjunct Faculty
Masters Human Resources, Tata Institute of Social Sciences India

Areas of Specialisation: Organisational Behaviour

DHRUPAD MATHUR

Associate Professor - IT Management and Deputy Director - Faculty Management
PhD in Management: The Challenges of e-Business,
Jai Narain Vyas University, India

Area of Specialisation: Information Technology

HADDARA MOUTAZ

Adjunct Faculty
PhD in Information Systems, College of Management and Social Sciences, Norway

Area of Specialisation: Information Technology

JOHN LODEWIJKS

Professor - Economics, Vice President - Academic, and Acting Dean - Undergraduate Programs

Area of Specialisation: Economics

KARIPPUR NANDA KUMAR

Professor and Area Head - Information Technology & E-business
PhD in Computing, Indian Institute of Technology, India

Area of Specialisation: Business Process Automation

KARMAN KAUR

Assistant Professor - Economics and Quantitative Methods
Doctor of Philosophy, Indira Gandhi National Open University (IGNOU), India

Areas of Specialisation: Economics and Quantitative Methods

MADDULETY KOILAKUNTLA

Associate Professor and Deputy Director - Doctor of Business Administration
PhD in Quality Management System, Shivaji University, India

Areas of Specialisation: Probability & Statistics, Reasoning & Decision Making Under Uncertainty, Operations Management

MANEK MUKESH

Adjunct Faculty
Master of Business in Professional Accounting, Victoria University of Technology, Australia

Areas of Specialisation: Accounting and Finance

MO KADER

Adjunct Faculty
PhD, Kassel University, Germany

Area of Specialisation: Marketing

MONICA GALLANT

Associate Professor – Accounting
Doctorate of Education, University of Southern Queensland

Area of Specialisation: Finance & Accounting

NICOLAS HAMELIN

Associate Professor - Marketing and Director - Neuroscience Centre
PhD (DPhil) in Physics, Sussex University, United Kingdom

Area of Specialisation: Marketing

PRANAB KUMAR PANI

Associate Professor - Economics & Statistics
PhD in Economics, Indian Institute of Management, Ahmedabad, India

Areas of Specialisation: Economics & Statistics

PRAVEEN KHARE

Adjunct Faculty
MBA, Rani Durgavati University, Jabalpur, India

Area of Specialisation: Global Logistics & Supply Chain Management

SPR VITTAL

Assistant Professor
Masters in Business Administration, Andhra University, India

Areas of Specialisation: Finance & Accounting

STEPHEN PARKER

Adjunct Faculty
Bachelor of Science in Natural Science

Areas of Specialisation: Innovation, Decision Making and Leadership, World Cultures

UMESH KOTHARI

Adjunct Faculty
Masters of Management, Willamette University, USA

Area of Specialisation: Marketing

VAIDYANATHAN JAYARAMAN

Professor & Dean - UG Programs
PhD, The Ohio State University, Columbus, OH, USA

Areas of Specialisation: Supply Chain Operations, Data Sciences & Analytics





ADMISSIONS

ELIGIBILITY

Undergraduate degree

- All applicants must have an undergraduate degree from a recognised university or other approved tertiary institution which includes satisfactory completion of at least four units of Mathematics, Computer Science, Economics, Engineering, Science or another quantitative discipline.

English language proficiency

- All applicants must have completed their education as detailed above in English and must provide certified evidence to the School.
- Applicants who have not completed their most recent education qualifications in English are required to take any of the following recognised formal English language tests and obtain currently valid minimum scores as below:
 - IELTS overall score of 6.5, or
 - TOEFL iBT overall score of 70, or
 - PTE overall score of 60

HOW TO APPLY

Step 1: Submit your application online

Step 2: Personal Interview

- As part of the final stage of applicant evaluation, all shortlisted candidates will be required to undertake a personal interview with a member of the School's academic staff at one of the School's campuses or online.
- The interview is designed to assess mathematical and analytical aptitude, communication skills, and subject knowledge.
- The personal interview is an additional vetting of students for behavioural and other traits so that SP Jain Global can pro-actively ensure that all students admitted are in the best position to complete the program successfully and achieve learning outcomes. This reduces the likelihood of 'student at risk' issues.

Step 3: Results

Results will be declared within 14 days after the evaluation interviews

Please visit the corporate website for more information on the course commencement, intakes and course calendar.

For more details about the admission process, please visit: spjain.org/uw3l

To learn more about the fee and other applicable charges, please visit: spjain.org/yx4j

To view our detailed Admissions Policy, please visit: spjain.org/yf5l



ABOUT S P JAIN GLOBAL

S P Jain School of Global Management (S P Jain Global) is an Australian business school with campuses in Dubai, Mumbai, Singapore and Sydney. We relentlessly strive to reimagine business education and offer innovative courses in dynamic, world-class cities. Our efforts have been recognised by highly regarded global rankings that include:

#10

ASIA PACIFIC'S TOP 10

Bloomberg Businessweek
Best Business Schools
(2024-25, 2023-24)

#1

DUBAI'S #1

Global Brands
Best Business School (2015)

15

WORLD'S TOP 15

Forbes
The Best International MBAs:
1-Year Programs (2019-21)

#4

WORLD'S #4

Times Higher Education -
Wall Street Journal
1-year MBAs (2018-19)

100

WORLD'S TOP 100

The Economist
Full-Time MBAs (2015)

100

WORLD'S TOP 100

Financial Times
Global MBA Rankings (2011 & 2012)

To know more about the rankings, please visit: spjain.org/discover/recognition

S P JAIN SCHOOL OF GLOBAL MANAGEMENT

SYDNEY

S P Jain School of Global Management
15 Carter St, Lidcombe NSW 2141, Australia
www.spjain.edu.au

DUBAI

S P Jain School of Global Management
Block 5, Dubai International Academic City
P. O. Box 502345
Dubai, UAE
www.spjain.ae

MUMBAI

S P Jain School of Global Management
5th Floor, VIOS Tower, Off Eastern Express Highway
Sewri-Chembur Road, Wadala
Mumbai 400037
www.spjain.org

SINGAPORE

S P Jain School of Global Management
10, Hyderabad Road, Off Alexandra Road
Singapore 119579
www.spjain.sg

S P Jain School of Global Management Pty. Ltd. Provider Category: Institute of Higher Education. TEQSA Provider Identification: PRV12041.
CRICOS Provider Code: 03335G. CRICOS Course (MAIB) Code: 105431D

Permitted by the Knowledge and Human Development Authority. The academic qualifications granted by this institution and certified by KHDA shall be recognised in the Emirate of Dubai by all public and private entities for all purposes.

This course is not permitted to be offered in Singapore by Skills Future Singapore Agency (SSG). It is not accredited or approved by the All-India Council for Technical Education (AICTE) or any regulatory body in India and is not accredited by the Ministry of Education (MOE), UAE.