S P Jain
School of Global
Management

SPJ GLOBAL

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

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 University[1], the number of active AI start-ups has increased by 1400% since the year 2000.
- Artificial Intelligence could contribute up to USD 15.7 trillion to the global economy by 2030, according to a study by PricewaterhouseCoopers[2].
- 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 professionals[3].

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 Forum [4]. 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:
[1]stanford.io/3wx8hRu | [2]bit.ly/40ebPFf | [3]bit.ly/3lr19AE | [4]bit.ly/39xEArt
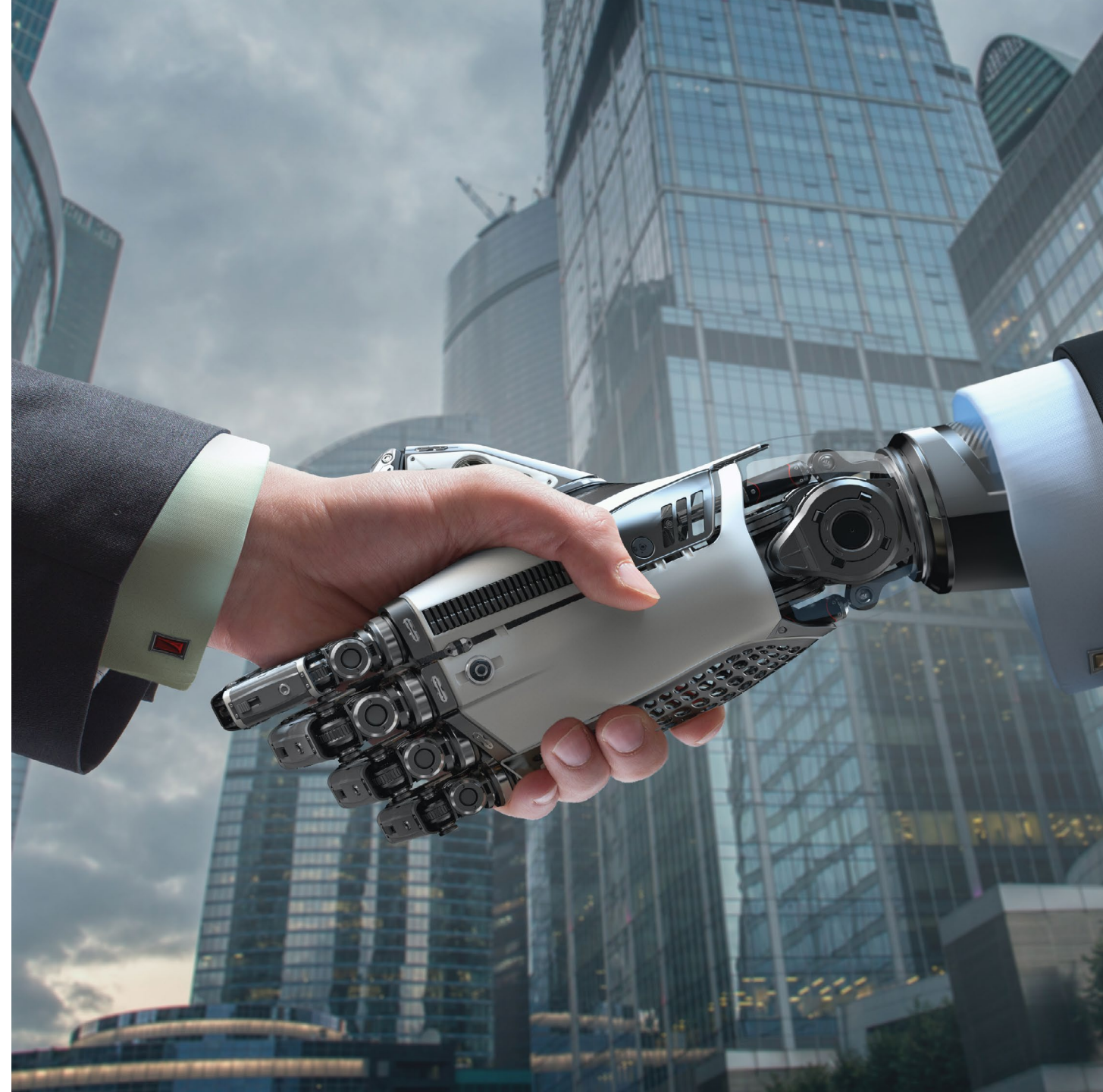
CURRICULUM

CODE	SUBJECT	CORE /ELECTIVE	CREDITS	PRE-REQUISITES
Term 1				
MAIB DSC 101	Data Science and Analytics	Core	2	Nil
MAIB AI 101	Fundamentals of Artificial Intelligence	Core	2	Nil
MAIB MAT 101	Probability and Statistics	Core	2	Nil
MAIB CSC 101	Programming with Python & R	Core	2	Nil
Term 2				
MAIB AI 102	Machine Learning Fundamentals	Core	2	Fundamentals of Artificial Intelligence
MAIB AI 103	Reasoning and Decision Making under Uncertainty	Core	2	Fundamentals of Artificial Intelligence
MAIB ECO 101	Economics, Micro, Macro and Digital	Core	1	Nil
MAIB ACC 101	Financial & Managerial Accounting	Core	1	Nil
MAIB ORG 101	Organisational Behaviour	Core	1	Nil
MAIB LSC 101	Operations Management	Core	1	Nil
Term 3				
MAIB AI 104	Neural Networks and Deep Learning with Business Applications	Core	2	Machine Learning Fundamentals
MAIB AI 105	Natural Language and Conversational Systems with Business Applications	Core	2	Machine Learning Fundamentals
MAIB CSC 102	Database Management	Core	1	Nil
MAIB AI 106	Ethics, Philosophy and Sociology of Artificial Intelligence	Core	1	Fundamentals of Artificial Intelligence
MAIB FIN 101	Corporate Finance	Core	1	Financial & Managerial Accounting
MAIB MKT 101	Marketing Management	Core	1	Nil

Term 4

MAIB AI 207	AI and Automation in Finance	Core	2	Machine Learning Fundamentals & Corporate Finance
MAIB AI 208	AI in Marketing	Core	2	Machine Learning Fundamentals & Marketing Management
MAIB AI 209	AI in Logistics	Core	2	Machine Learning Fundamentals & Operations Management
MAIB PRO 201	Applied Business Project	Core	2	Machine Learning Fundamentals

Term 5

MAIB MGT 201	Business Strategy	Core	1	Nil
MAIB MGT 202	Design and Critical Thinking	Core	1	Fundamentals of Artificial Intelligence
MAIB AI 210	Embedded Artificial Intelligence & Robotics	Core	2	Fundamentals of Artificial Intelligence

Choose both units from only one of the following two tracks

Track 1 - Minor Concentration: Digital Marketing

MAIB AI 211	Recommendation Engines for Marketing Applications	Elective	2	AI in Marketing
MAIB AI 212	Computational Advertising	Elective	2	AI in Marketing

Track 2 - Minor Concentration: Digital Logistics

MAIB CSC 203	Business Process Automation	Elective	2	Fundamentals of Artificial Intelligence & Operations Management
MAIB CSC 204	Internet of Things and Smart Asset Management	Elective	2	Fundamentals of Artificial Intelligence

Term 6

Choose only one of the following two units

MAIB MGT 203	AI Strategy and Change Management	Elective	2	Fundamentals of Artificial Intelligence & Business Strategy
MAIB ENT 201	AI and Entrepreneurship	Elective	2	Fundamentals of Artificial Intelligence
MAIB CPP 201	Capstone Industry Research Project	Core	4	Applied Business Project

TOTAL CREDITS	**46**

To understand the Unit Learning Outcomes, please visit: spjain.org/fh2t

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.

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)

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 S P 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:

#7
ASIA PACIFIC'S #7
Bloomberg Businessweek
Best Business Schools (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

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DUBAI

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MUMBAI

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Mumbai 400037

www.spjain.org

SINGAPORE

S P Jain School of Global Management
10, Hyderabad Road, Off Alexandra Road
Singapore 119579

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Option I - Upfront Payment

1-year Upfront Fees Discount			2-years Upfront Fees Discount		
	USD	Inr		USD	Inr
Year 1 Fees	19,140	1607760	Total 2 Year Fees	38,910	3268440
Less 3% Rebate	-574	-48216	Less 8% Rebate	-3,113	-261492
Total Fees to be paid before July 15, 2024	18,566	1559544	Total Fees to be paid before July 15, 2024	35,797	3006948

Option II - Instalment Plan (MAIB Dubai - September 24)

(Year 1)				(Year 2)			
Instalment Plan	Instalment Date	USD	Inr	Instalment Plan	Instalment Date	USD	Inr
Advance payment		2,500	210000	-	-	-	
40% of tuition Fees + Visa + Insurance fees	Before 15th July 2024	4,880	409920	Instalment 1	Before 15th July 2025	7,590	637560
Instalment 2	Before 15th Nov. 2024	5,880	493920	Instalment 2	Before 15th Nov. 2025	6,090	511560
Instalment 3	Before 15th March 2025	5,880	493920	Instalment 3	Before 15th March 2026	6,090	511560
	Total Fees	19,140	1607760	Total Fees		19,770	1660680

Sept 2024 Dubai Fees Structure

Academic Year	Year 1 (2024-25)	Year 1 (2024-25)	Year 2 (2025-26)	Year 1 (2024-25)	Total Fees for 2 Years	Total Fees for 2 Years
Campus	Dubai	Dubai	Dubai	Dubai	Dubai	Dubai
Currency	USD	Inr	USD	Inr	USD	INR
Tuition Fee*	17,640	14,81,760	18,270	15,34,680	35,910	30,16,440
Total Compulsory Tuition Fees	17,640	14,81,760	18,270	15,34,680	35,910	30,16,440
Visa Charges for Dubai **	1,000	84,000	1,000	84,000	2,000	1,68,000
Health Insurance Charges for Dubai	500	42,000	500	42,000	1,000	84,000
Total Compulsory Non-Tuition Fees	1,500	1,26,000	1,500	1,26,000	3,000	2,52,000
Total Compulsory Fees	19,140	16,07,760	19,770	16,60,680	38,910	32,68,440