



Faculty Development Programme

Using AI and Digital Tools in Management Teaching and Research

Dates: January 25th - 31st, 2027

Mode: Online (10 sessions)

www.iimidr.ac.in

Programme Overview

Artificial Intelligence (AI) and Generative AI (Gen AI) are rapidly reshaping business education and research. From content creation to personalized learning, these tools offer powerful opportunities but many management educators still lack the skills to integrate them effectively.

This Faculty Development Programme (FDP) equips participants with practical tools and confidence to use AI in teaching and research across areas like marketing, strategy, finance, operations, and entrepreneurship. The programme combines hands-on learning, critical thinking, and ethical awareness to help educators co-create with AI while maintaining academic rigor.

Through real-world examples and interactive exercises, participants will learn to save time, generate creative outputs, innovate pedagogy, and explore new research frontiers. This FDP goes beyond AI literacy, inspiring educators to reimagine their role and purpose in an evolving AI-driven academic ecosystem.

Programme Objectives

The key objectives of this programme are:

- Demystify AI and Gen AI for educators and researchers, building a foundational understanding of key tools and their capabilities.
- Enhance teaching through AI-assisted lesson planning, content creation, assessment design, and personalized learning.
- Boost research productivity using AI for literature reviews, data analysis, academic writing, and visualization.
- Promote ethical and critical use of AI in academia, addressing issues like bias, plagiarism, authorship, and intellectual property.
- Prepare educators for AI integration in curriculum design, student mentoring, and institutional innovation.

Programme Content

- Overview of AI and Generative AI tools: ChatGPT, Gemini, Copilot, and discipline-specific platforms.
- AI in Teaching: Designing AI-assisted lessons, quizzes, case discussions, and student feedback.
- AI in Research: Using AI for literature review, data summarization, hypothesis generation, and writing support.
- Prompt Engineering: Crafting effective prompts to get high-quality outputs from Gen AI tools.
- Case Development and Case Content using AI and Gen AI.
- Use Cases & Best Practices: Real-world examples from management education and academic research.
- Future Readiness: Integrating AI into academic strategy, curriculum design, and student mentoring.



Who Should Enrol

This programme is tailored for faculty, scholars, and academic leaders in the management field (Marketing, Organisational Behaviour, Human Resource Management, Operations Management, Strategy, Finance etc.) and associated disciplines keen to integrate emerging technologies into their professional practice. Specifically, the programme is ideal for:

- Management educators across functional areas such as marketing, strategy, finance, OB-HR, operations, and entrepreneurship.
- Doctoral scholars and early-career researchers looking to boost research productivity and methodological innovation.
- Curriculum designers and academic programme coordinators aiming to modernise teaching approaches with AI support.
- Faculty development leaders and academic administrators interested in shaping institutional strategy around AI integration.

Programme Fee

Rs. 22,125/- (18,750/- plus GST, as applicable).

Faculty Coordinator

Prof. Sanjeev Tripathi

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About IIM Indore

Established in 1996, the Indian Institute of Management Indore is among the leading business schools in India and globally, and the second IIM in India to receive the prestigious Triple Crown accreditation (EQUIS, AACSB, and AMBA).

IIM Indore has consistently been ranked among the leading institutions by national and international ranking bodies, including the QS and Financial Times Executive Education rankings, where it ranks 62nd globally in Open Executive Education and 2nd among Indian business schools.

The institute offers a diverse portfolio of executive education programmes across long-term and short-term formats.

With over 200 executive education programmes, including specialized offerings designed for professionals from the UAE, GCC countries, and the Middle East, IIM Indore equips participants with globally relevant knowledge, skills, and leadership capabilities.



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