



AI Strategy & Leadership Programme

Driving Data & Organizational Transformation

SEPTEMBER 2026 TO FEBRUARY 2027

A 6 Month Live Interactive Comprehensive Programme

DIRECTOR'S MESSAGE



Prof. Himanshu Rai

Director, IIM Indore

For IIM Indore, last few years of its growth have proved to be the most rewarding years in terms of international expansion, introduction of new programmes, infrastructure facilities, strengthening of personnel etc. With over 105+ faculty members, IIM Indore is poised to become a world class institution in the years to come. IIM Indore boasts of an alumni strength of 1200+ in Gulf Cooperation Council (GCC) Countries and is growing. In continuation with our endeavors to reach out to the world with best management practices, in association with our Middle East & Africa Partner - Anisuma Training Institute, we are launching our flagship programme, AI Strategy & Leadership Programme, designed for business executives who want to sharpen strategic AI leadership and decision-making skills to take on greater responsibilities in their organizations.

With this, we aspire to deliver innovative management education curated from Indian wisdom and global international practices. This programme is exclusively designed for participants from the Middle East and North Africa(MENA) region. We invite you to be a part of this endeavor.

IIM Indore's Mission

IIM Indore seeks to be a contextually-relevant business school with world-class academic standards that develops socially-conscious managers, leaders and entrepreneurs.

IIM Indore is committed to:

- ◆ *Excellence in management education, research, and training.*
- ◆ *Use of contemporary participant-centric pedagogies and teaching methods.*
- ◆ *A presence in emerging segments of management education.*

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IIM INDORE AT A GLANCE

Indian Institute of Management Indore (IIM Indore) has been a leader in the field of management education, interfacing with the industry, government, and PSUs. It is promoted and nurtured by the Ministry of Education, Government of India and is an institute of national importance under the Indian Institutes of Management Act, 2017. Situated atop a scenic hillock, the 194-acre campus of IIM Indore provides an ideal backdrop for contemplative learning. IIM Indore has the latest in teaching aids, rich learning resources, state-of-the-art sports complex and hostels.

Distinct Highlights

- IIM Indore provides a broad array of programmes, formats, and locations to meet diverse needs for management education.
- IIM Indore has a team of 105+ well qualified faculty with rich industry and domain expertise.
- IIM Indore offers participant-centered approach to management education.
- IIM Indore provides excellent physical infrastructure for academics, residence and extra-curricular activities.

Triple Crown Accreditation



Rankings

FT EXECUTIVE
EDUCATION
2026 RANKING

Top 100
Executive Education

QS WORLD
UNIVERSITY
RANKINGS

Top 30
(Global MBA Rankings 2026)

QS WORLD
UNIVERSITY
RANKINGS

Top 4
Best Indian
B-School in the World
(Global MBA Rankings 2026)



PROGRAMME OVERVIEW

AI Strategy & Leadership is no longer a technology initiative-it is a strategic imperative. Organizations across industries are leveraging Artificial Intelligence (AI), Generative AI, data analytics, and cloud technologies to redesign business models, improve customer experience, and create competitive advantage. This intensive executive program provides a structured understanding of digital transformation frameworks, AI-driven strategy, Generative AI applications, and emerging trends such as Agentic AI. Participants will gain both conceptual clarity and practical exposure through case discussions, frameworks, demos, and live tool demonstrations. The program blends strategy, technology, and governance perspectives to help leaders drive AI-enabled transformation responsibly and sustainably blends strategy, technology, governance & leadership.

Key Aspects



Programme Objectives

- Understand the Strategic Foundations of Digital Transformation
- Apply the People-Process-Technology Framework in Organizational Redesign
- Interpret AI Adoption Through the Gartner AI Hype Cycle
- Evaluate Business Maturity Using Big Data & AI
- Understand & Apply Generative AI in Business
- Design Effective Prompts Using Prompt Engineering Techniques
- Explore the potential of Agentic AI Systems
- Identify Ethical, Privacy, and Governance Risks in AI deployment
- Develop an Actionable Aoadmap for AI-Enabled Transformation
- To Understand How to Create and Capture Value in Digital Platform Businesses
- Enable Participants to Lead AI-Driven Transformation by Managing Change, People, and Processes Effectively.



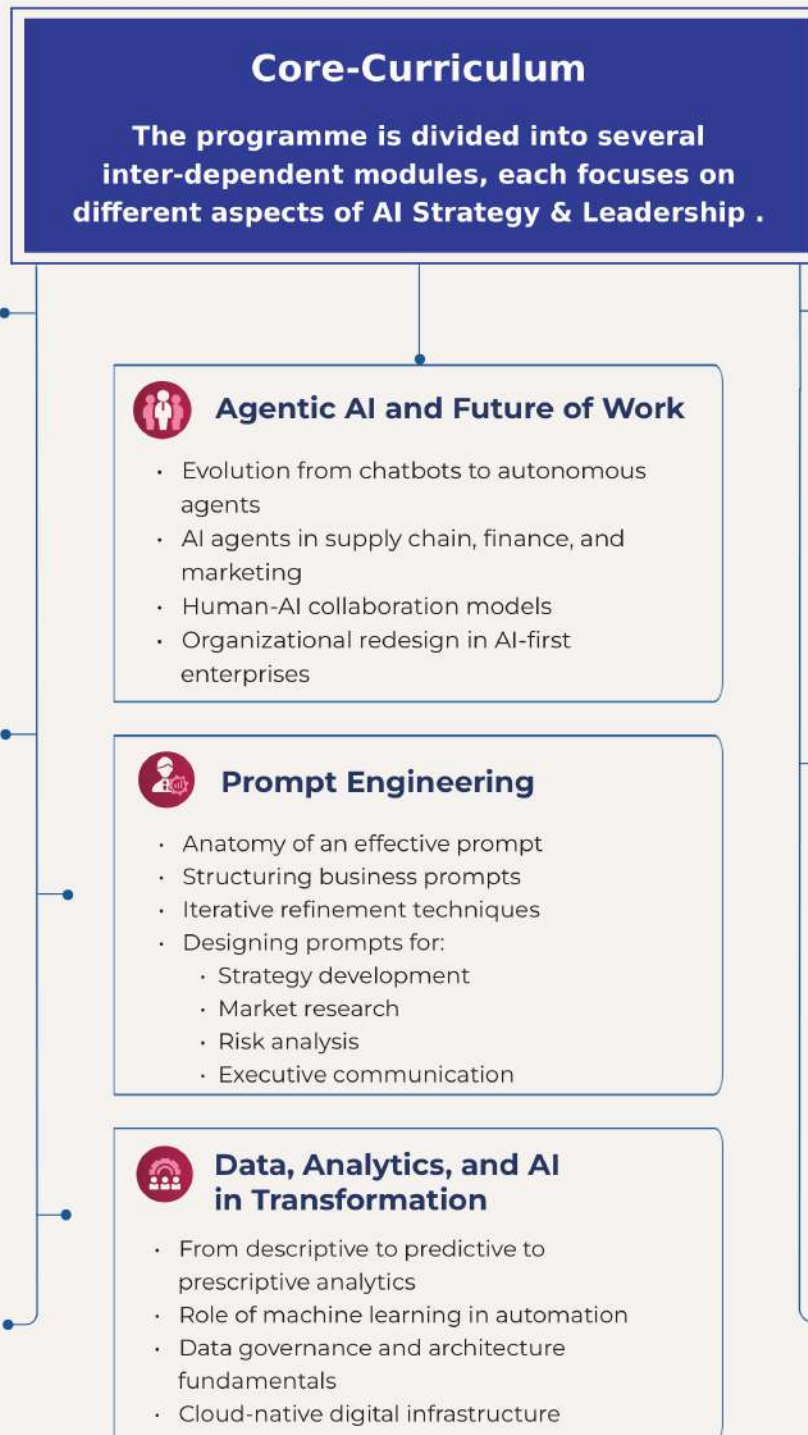
Pedagogy

- Conceptual Frameworks
- Industry Case Discussions
- Live Demonstrations
- Interactive Excercises
- Prompt Labs
- Group Discussions



Who Should Attend

- CXOs & Senior Leaders Driving Digital Initiatives
- Strategy & Transformation Professionals
- Product Managers & Innovation Leaders
- IT & Tehcnology Managers
- Consultants & Advisors
- Entrepreneurs & Startup Founders





PROGRAMME PEDAGOGY

Case Studies | Simulations | Workshop

Case Studies

The Case Study Method, engrosses participants in a thought-provoking, interactive process of recognising pertinent issues & utilising practical solutions to overcome organisational and leadership challenges. Through Case Study Method, participants are able to size up business problems quickly while considering the broader organizational, industry, and societal context. Participants recall concepts better when they are set in a case, much as people remember words better when used in context.



Henkel:

Henkel explores how Henkel undertook a large-scale digital transformation to modernize operations, enhance customer engagement, and build data-driven capabilities across its global businesses. The case highlights initiatives such as the creation of digital units, adoption of advanced analytics, e-commerce expansion, and Industry 4.0 in manufacturing. It emphasizes leadership commitment, cultural change, and capability building as critical success factors.



DeepSeek:

"DeepSeek" examines the rapid rise of DeepSeek, a Chinese AI startup that challenged established global AI players by developing high-performing large language models at significantly lower cost. The case explores its open-weight strategy, efficient training methods, and geopolitical implications amid U.S.-China technology tensions. It highlights how DeepSeek leveraged talent, algorithmic optimization, and compute efficiency rather than sheer scale of capital.



Big Data at Gap:

"Big Data at Gap" examines how Gap Inc. leveraged advanced analytics to transform merchandising and inventory decisions across brands like Gap, Old Navy, and Banana Republic. The case highlights the shift from intuition-driven buying to data-driven forecasting using real-time sales, customer, and supply chain data. It explores how predictive analytics improved demand forecasting, reduced markdowns, and optimized assortment planning. However, it also underscores organizational challenges, aligning data scientists with merchandisers and embedding analytics into decision-making culture.



DISTINGUISHED FACULTY

The programme is delivered by a team of experienced faculty of IIM Indore. The faculty for the programme is a diverse mix of distinguished academicians and researchers who have extensive work experience in the Private and Public Sector (more details on www.iimidr.ac.in).



Prof. Saurabh Kumar
Technology Strategy



Prof. Deepak Chauhan
Technology Strategy



Prof. Laxmi Narayanan G
Technology Strategy



Prof. Manish Popli
Digital Transformation Strategy



Prof. Nishit Kumar
Leadership & Change Management



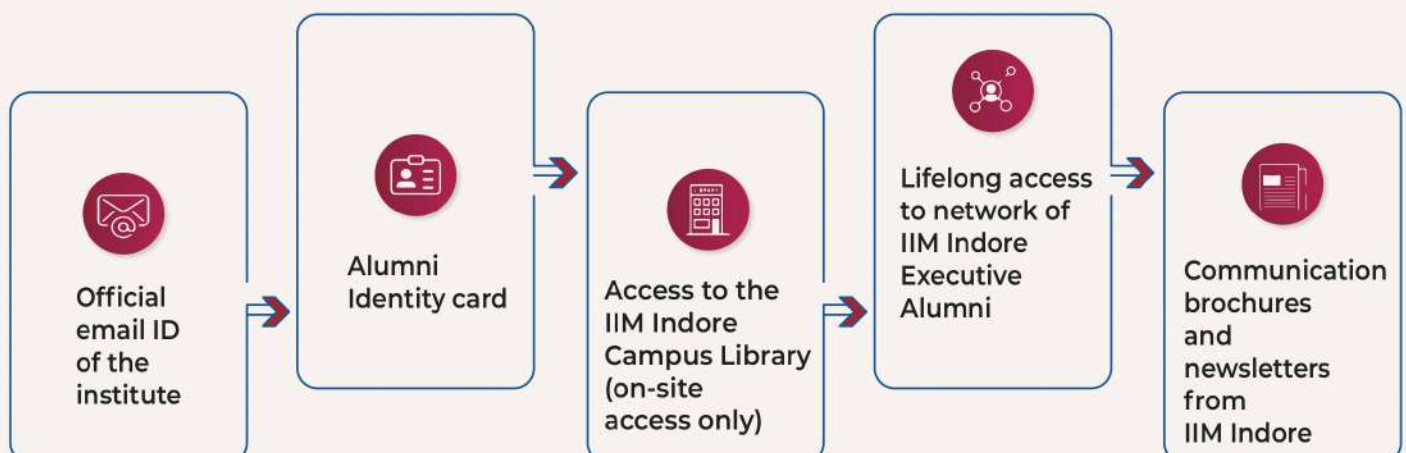
CERTIFICATION & ALUMNI STATUS

Indian Institute of Management Indore will award a Certificate of Completion of **“AI Strategy & Leadership Programme”** to the participants who complete all the requirements of the programme including attendance of at least 70% for the teaching sessions and group assignment submission.



Executive Education Alumni Benefits

To be eligible for the alumni status and alumni identity card, each participant will apply and pay, a one-time nominal alumni fees, directly to the institute.



OUR ALUMNI FROM LEADING ORGANIZATIONS

The participants who have successfully completed the programme are business leaders from leading and reputed organizations across GCC region.



PARTICIPANT TESTIMONIALS



Debabrata Mishra | Asst. GM - Operations, Kaefer Saudi Arabia Co

I found this program highly strategic and practical. It clearly positioned digital transformation beyond technology and helped me rethink organizational design using the People–Process–Technology framework. The sessions on AI maturity models and the Gartner Hype Cycle provided clarity on evaluating AI investments. The Generative AI and prompt engineering modules were especially useful, offering hands-on insights I could immediately apply. The focus on AI governance and ethical deployment was equally valuable. I leave with a structured roadmap and greater confidence in leading AI-enabled transformation.



Neha Hirlekar | GM Branding & Marketing, AI Tasnim Enterprises

With 17 years bridging business and IT, I appreciated the program's balance between strategy and technology. Complex AI concepts, including LLMs and Agentic AI, were explained in a clear, non-technical way. The live demonstrations and prompt labs turned theory into practical capability. Equally important was the strong emphasis on governance, bias, and privacy—critical areas for senior decision-makers. It's a comprehensive yet concise program that empowers executives to lead AI-driven change responsibly and confidently.



Shakti Shekhar | Global Leader, GE Vernova

After two decades in transformation roles, this program delivered exactly what senior leaders need—clarity, structure, and actionability. The blend of AI strategy, maturity frameworks, and real business use-cases made the learning highly relevant. The practical exposure to Generative AI and structured prompting has enhanced how I approach research and executive communication. The discussions on Agentic AI and responsible AI adoption added important future-focused perspective. This program equips leaders to move beyond AI hype and drive measurable business impact.



Bhawna Sharma | Buying Manager, Landmark Group Dubai

I wanted clarity on turning AI into business value. This program provided structured frameworks, real industry cases, and actionable tools. The Generative AI sessions and prompt engineering techniques were immediate takeaways I now use for market analysis and decision support. The exploration of Agentic AI broadened my strategic thinking. Most importantly, the focus on responsible AI ensures transformation is sustainable. A must-attend for leaders navigating digital disruption.

REGISTRATION DETAILS

Programme Duration	: 6 Months (September 2026 to February 2027)
Session Details	: 12 days - alternate weekend ■ 10:00 AM to 02:00 PM, U.A.E. Time ■ Live Online
Leadership Level	: CXOs & Senior Leaders driving digital initiatives, Strategy & Transformation professionals, Product Managers & Innovation Leaders, IT & Tehcnology Managers,Entrepreneurs & Startup Founders

Selection Criteria

As the seats are limited the criteria for selection to the programme will be strictly on the basis of

- Academic background
- Professional experience

Registration Process

Last Date to Submit Application	: June 30, 2026
Enrollment Confirmation to Applicants	: July 05, 2026
Course Fee Payment by Participants Course	: Within 5 days of confirmation
Batch Commences	: September 2026

Programme Fee

Fee Includes:

Sessions : **Tuition, Course Material, Certificaton.**

*Explanation in programme fees

One time payment method : **AED 12,500*** (Full Fee to be paid within 5 days of confirmation)

Installment payment method : **AED 13,500*** (PDCs need to submitted within 5 days of confirmation)
AED 6,500 (within 5 days of confirmation)
AED 2,333 (monthly payments paid every month for 3 months)

*Applicable VAT (5%) extra.

Early Bird Discount : Registrations received with payments on or before early bird deadline will be entitled for an early bird discount of 10%.

Contact Information

For registration and any other information, please contact

Dr. Mahesh Chotrani Founder Director and Managing Partner

Anisuma Training Institute LLC
F03, Block 13, Knowledge Village, Dubai. U.A.E

☎ +97 150 4224281 / +97 154 9955644

✉ mahesh@anisuma.com /
marketing@anisuma.com

🌐 www.anisuma.com

Prof. Saurabh Kumar Programme Coordinator

Indian Institute of Management Indore
Prabandh Shikhar, Rau-Pithampur Road, M.P. India

☎ +91-731- 2439666

✉ saurabhkumar@iimidr.ac.in

🌐 www.iimidr.ac.in



ABOUT ANISUMA

Anisuma Training Institute is a pioneer and facilitator of Executive Learning and Training Programmes designed for professionals of U.A.E, in collaboration with leading institutions across the globe. With a team comprising of seasoned professionals and rich academic qualifications, Anisuma aims to deliver world class training in the region. Till date, Anisuma Training Institute has successfully completed **32 batches** of various Management Programmes for business Executives with an alumni strength of **1200+** participants.

Mission and Objectives

- ◆ To promote high quality on-the-job education opportunities for the working professionals.
- ◆ To help organizations attain sustainable growth by providing customized consulting solutions.
- ◆ To provide value added services to businesses with high potential in region of Middle East.

Highlights



Founders



Dr. Mahesh Chotrani

Founder Director & Managing Partner

- 28+ years of professional experience
- PhD (IIM Lucknow)
- Advanced Management Programme for Senior Leaders (IIM Indore)
- MBA (IIM Lucknow), M. Fin (MU), LLM (MU)
- Former Vice President, Jacky's Electronics U.A.E



Mr. Manohar Punjabi

Founder Director

- 38+ years of professional experience
- BMS - (DU)
- Executive Director, Jacky's Group of Companies, Global



सिद्धिमुलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

ANISUMA
TRAINING INSTITUTE
Dubai, UAE

INDIAN INSTITUTE OF MANAGEMENT INDORE

Prabandh Shikhar, Rau-Pithampur Road, Indore - 453556,
Madhya Pradesh, India.