**School Of Management**
**Indian Institute of Technology Mandi**

# Masters of Business Administration

Data Science and Artificial Intelligence

# 2025
# PLACEMENT
# BROCHURE

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# MESSAGE FROM THE DIRECTOR

I am pleased to welcome you to IIT Mandi, located in the picturesque Uhl river valley in the Shivalik ranges. Since its inception in 2010, IIT Mandi has consistently worked to nurture professionals with industry-ready skills. We achieve this by periodically revising the curriculum in consultation with academic and industry experts to keep it relevant to the fast-changing global human resource needs. Students are introduced to practical learning with innovative pedagogy early into their training. It ensures that they are better prepared to succeed in ambitious corporate environments. In addition, we provide a learning environment to allow individuals to express their passion and apply their innate abilities to solve real-world problems.

Adhering to the motto, "Scaling the heights", IIT Mandi strives to provide our students an environment filled with academic rigor and training so that they emerge as great leaders, prepared to effectively tackle the challenges of the world.

Our undergraduate curriculum focuses on broad-based learning that allows students to explore the depths of their interest areas. Particular emphasis has been given to design and innovation in the context of solving real-life problems. Our master's curriculum focuses on specialized learning for industry and research needs in the country. These programs aim to generate knowledge to improve products and technologies to impart the capability to compete globally.

The diaspora of student-driven extracurricular activities creates a lively learning environment that makes them leaders for tomorrow. All this is impossible without the support of our able faculty, which facilitates a holistic learning experience for students through excellent teaching and cutting-edge research. We have a total faculty strength of 145 across diverse specialized areas of engineering, sciences, humanities and management. Our faculty have received research grants totaling over INR 127 crores towards deep tech research initiatives that benefit society. In addition, IIT Mandi has invested heavily in developing state-of-the-art infrastructure to enable students and faculties.

Our faculty members also mentor startups supported by our technology business incubator, IIT Mandi Catalyst. The IIT Mandi Catalyst has supported for prototyping and commercialization of diverse startups in clean energy, environment, health care, agriculture, enterprise management, biotech, education, manufacturing, and consumer internet.

The IIT Mandi alumni have done extremely well in diverse fields across academia, industry and government administration. Several of our alumni are working with top multinational companies, a few have chosen higher studies in leading universities, and several serve in esteemed administrative positions.

On behalf of the faculty and students of IIT Mandi, I invite you to participate in our placement process. I am confident that you will find it a rewarding experience.



**Prof. Laxmidhar Behera**
Director
Indian Institute of Technology Mandi

# MESSAGE FROM THE CHAIRPERSON

Welcome to the School of Management at IIT Mandi!

The School of Management at IIT Mandi aims to carve out self-possessed and grounded corporate leaders eager to take on the unpredictable and enigmatic environment of the corporate world. Our immersive and experiential learning approach helps students develop conceptual and contextual understanding to analyze problems from multiple perspectives and provide rational responses to real-world problems. In addition, we provide an environment to help aspiring students transform into driven professionals with analytical competencies for business and techno-functional roles.

As technology, science, and business evolve quickly, data science and AI are indispensable tools for organizations looking to stay ahead of the curve. MBA in Data Science and Artificial Intelligence program provides students with a blend of
management and in-depth data science-based technologies and readies them for such organizations. The program offers a stimulating and rigorous business curriculum based on industry needs and a data-driven approach that nurtures the next generation of Indian business leaders who command technology for business decision-making.

The courses in this program are oriented sharply towards the business application of Data Science, Artificial Intelligence, and Machine Learning.

"Data-driven sensible decision-making today includes tools and methods from Data Sciences, Artificial Intelligence, and Machine Learning. Softer aspects and completely data-driven solutions must be integrated in order to be an effective leader within the context of a business and thereby solving problems swiftly and effectively."

The students equipped with these tools seamlessly transform data into usable information that will power business decisions in future.

It would be our pleasure to welcome you to our beautiful campus and let you experience the transformation that we have committed ourselves to bring about for every student.



**Prof. Anjan K. Swain**

Chairperson
School of Management
Indian Institute of Technology Mandi

# ABOUT IIT MANDI

IIT Mandi is a prestigious institute of national importance established in 2009 under the Institutes of Technology (Amendment) Act, passed by the Indian Parliament in 2012. The institute has the vision to be a leader in science and technology education, knowledge creation and innovation in India, marching towards a just, inclusive and sustainable society.

In a short span of 13 years, IIT Mandi has become a leading technology institution in national rankings by establishing cutting edge infrastructure, delivering world-class research output, and producing rounded professionals contributing to nation-building in diverse fields.

IIT Mandi has always had high expectations for its exceptional value-based education, excellent research, executive education, consultation, and strong corporate as well as international ties. The Institute also fosters and quietly accentuates modern research, targeting both local and international problems.

**8th**

National Institutional Ranking Framework, India Rankings 2024, Innovation Category (by Ministry of Education, Government of India)
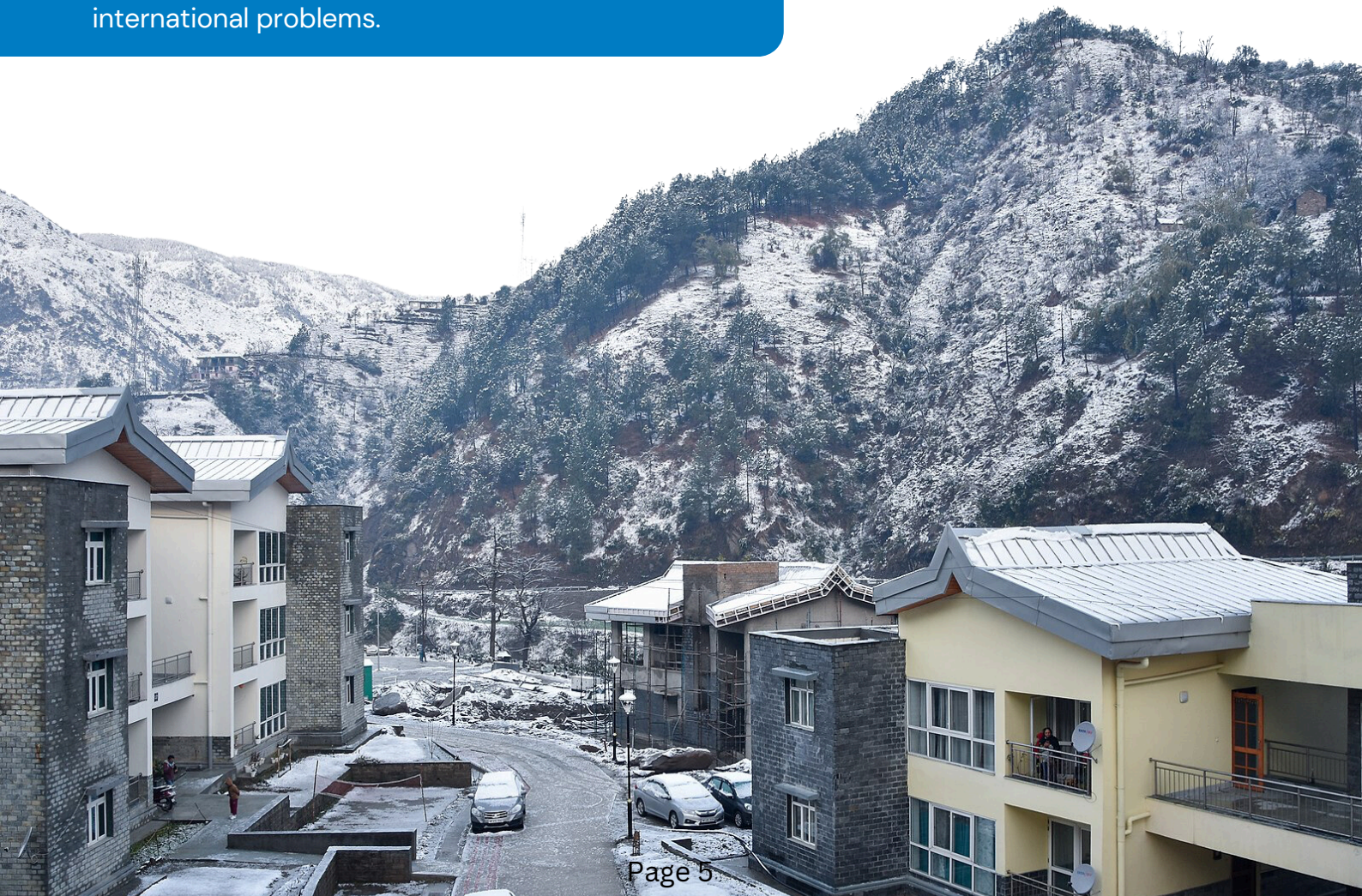
**7th**

India Today Rankings 2023, India's Best Technical Universities Category of India

**Top 20**

Atal Ranking of Institutions on Innovation Achievements

Tucked in the Shivalik Range of the Himalayas, the Indian Institute of Technology Mandi in district Mandi of Himachal Pradesh is a leading technology institute in the country. The campus is spread across 538 acres of land on the banks of the Uhl river in Kamand valley. Its geographical location provides a serene and conducive environment that nurtures and nourishes the future of this country. The formidable campus stands tall as a pillar of excellence, combining a beautiful location with its technological prowess.

Since its inception, IIT Mandi has established itself as a top-tier technological institution. India is moving toward a progressive, inclusive, and sustainable society. IIT Mandi aims to be a leader in knowledge creation and innovation, leading cutting-edge research and development in technologies that deliver the solutions that people in the region, the nation, and the world seek. To have a significant influence locally and globally, IIT Mandi firmly embraces cross-disciplinary research and development through a commitment to collaborate closely with the industry.

The programs at IIT Mandi are based on an innovative design-oriented curriculum that exposes students to real-world projects, creative R&D to solve industry challenges, advanced degrees for working professionals, and relevant industry education.

Faculties are arranged in broad, multidisciplinary schools to promote the synergistic blend of brains. While some academics focus on pure research, others collaborate with the industry to conduct applied research. Partnerships with like-minded institutions and industries in India and overseas are a strategic priority for IIT Mandi.

IIT Mandi offers its students quality education, opportunities to explore and flourish in various subjects, research opportunities, and an extraordinary campus life to cherish forever. The institute has a cutting-edge infrastructure, superior campus amenities for all inhabitants, and a highly advanced selection of labs. These factors shape students into highly competent professionals, technocrats, and global leaders.

# SCHOOL OF MANAGEMENT

The School of Management at IIT Mandi is a multidisciplinary school with a strong focus on applied interdisciplinary research and imparting knowledge that can create a sustainable global impact. The school's educational programs are designed to amalgamate the art and the science of management.

The school hosts a range of expertise through its faculty members in areas including data science, artificial intelligence, operations management, financial management, marketing management, consumer behavior, human resource management, strategy, and others.

In addition, the faculty are involved in cutting-edge academic and applied research that benefits the industry and society.

The flagship MBA program in Data Science and Artificial intelligence is a unique offering of the school. This program is a futuristic step towards developing business leaders of tomorrow.

The program aims to nurture leaders who will build data-based organizations that are already impacting our day-to-day lives.

The school also offers a PhD program to encourage contemporary research on emerging issues in business management. Considering that today's business environment is continually evolving, the school encourages fundamental and applied research in digital innovation, information technology, e-commerce, data analytics and artificial intelligence.

Lastly, the 5 years integrated-MBA program is the latest addition to the unique programs commencing in academic year 2024-2025 . This program provides the students with a comprehensive learning experience from undergraduate level.

The school provides the students with various cross-learning opportunities through national and international event participation, including competitions, seminars and boot camps.

As a result, the students can interact with industry leaders, build a diverse knowledge base, and stay abreast with the latest industry trends.

# ABOUT THE PROGRAMME

The business world is rapidly embracing data science and AI across the globe. Due to the recent advances in ICT and web-enabled business platforms, the management landscape has seen a paradigm shift towards automation, technology-based interventions, and data-based decision-making. The selection of optimal solutions is no longer an easy decision with the data businesses generate today. The companies need to build the capacity to measure, store and analyze business data that multiply every day, and leverage it to take contextual decisions that will be futuristic.

Early movers are already reaping the benefits of a heuristic approach to problem-solving with Data Science and Artificial Intelligence tools and techniques. However, there will be a shortage of human resources and curated intellectual prowess to win corporate battles of the future that will be fought on data – the new oil.

In recognition of this emerging need, we introduced an MBA program in Data Science & AI. The program blends data science and AI tools with contemporary business applications to train well-equipped corporate professionals that will have the ability to leverage data to create business intelligence and take futuristic decisions.

In addition to a sharp focus on data science and AI, the program imparts soft skills training and business acumen to ensure the rounded development of participants. Furthermore, various courses in the program expose students to a range of sub-disciplines in management that provide broad-based and blended learning of students. Finally, the student engagement activities during the program develop them into socially conscious, responsible and reliable professionals ready to take on any challenge.

## PROGRAMME OVERVIEW

- A two-year, full-time Master's Program distributed across four semesters.

- A blend of contemporary management concepts, soft skills, and relevant applications of data science tools.

- Thorough understanding of data science and analytical tools and techniques with a strong emphasis on problem-solving approaches.

## LEARNING OUTCOMES

- Exposure to the foundations of business management with a special emphasis on existing and emerging challenges.

- Personality development through suitable exposure to soft skills like compassion, creativity, and communication.

- In-depth exposure to tools and techniques like of DS, AI, ML etc. with a strong emphasis on problem solving approach.

# PROGRAMME CURRICULUM

## Semester 1

- Probability and Statistics
- Python Programming
- Mathematical Foundations for DS and AI
- Principles of Management
- Communication Skills for Managers
- Financial Statement Analysis
- Managerial Economics
- Marketing Management
- Decision Analysis
- Creative Thinking, Problem Solving and Decision Making

## Semester 2

- Fundamentals of Data and Analytics
- Disruptive Technologies for Data Science
- Machine Learning for Business
- Introduction to AI and Automation
- Organizational Behavior
- Qualitative Research
- Strategic Management
- Financial Management
- Human Resource Management

## Semester 3

- Industry Internship ( 2 Months Break)
- Neural Networks fundamentals for Business
- Ethical and Legal Aspects of Business
- Digital Business Strategy, Models and Transformations
- Entrepreneurship
- Management Project I
- Electives for Semester 3*

## Semester 4

- Management Project II
- Electives for Semester 4*

*In the third and fourth semester, students are offered a pool of electives to choose from the advanced courses offered by the institute as well as a project under the guidance of a faculty or industry expert.*

# PROGRAMME CURRICULUM

## Discipline Elective Minimum 2 courses each in 3rd and 4th semester

- Management Science in Practice
- Marketing Analytics
- Fuzzy logic for business decision making
- Evolutionary computation for business solutions
- Causal Analytics
- Financial Analytics
- Deep Learning for Business Application
- Natural Language Processing for Business
- AI for Finance
- Fintech

## Free Electives One course each in 3rd and 4th semester

- Social Analytics
- Consumer Behavior
- Leadership lessons from Indian Knowledge Systems
- Supply Chain Management
- Cloud Computing For Business
- Product Management

# CORE FACULTY

**Prof. Anjan K. Swain**
Chairperson/Professor
Ex-IIM Kozhikode
PhD, Computer Science Information Systems
The University of Sheffield

**Prof. Manoj Thakur**
Professor
PhD, Mathematics
Research Area: Optimization, Soft Computing,
Machine Learning

**Dr. Puran Singh**
Associate Professor
PhD, Finance
Research Area: Corporate Finance, Financial Inclusion,
Entrepreneurship

**Dr. Ashish Bollimbala**
Assistant Professor
PhD, Marketing
Research Area: Creativity Management and
Consumer Behavior

**Dr. Saumya Dixit**
Assistant Professor
PhD, Management
Research Area: Post consumption consumer behaviour,
e-waste management, e-wom management

**Dr. Masudul Adil Hasan**
Assistant Professor
PhD, Economics
Research Area: Monetary Economics,
Macroeconomics, and Time Series Analysis

**Prof. M. Venkatesan**

Professor at IIFT Delhi
PhD, Social Psychology
Jawaharlal Nehru University
Alumni, IIT Kharagpur

**Mr. Somjit Amrit**

CEO, iHUB and HCI Foundation,
IIT Mandi
Ex - Wipro
Alumni, IIM Lucknow

**Mr. Vinay Kumar**

Professor
PhD, Mathematics
Research Area: Optimization, Soft
Computing, Machine Learning

**Mr. Mahesh Venkataraman**

MD, Cloud First, Accenture
Ex - Wipro, Infosys
Alumni, NIT Warangal

**Prof. Sayan Banerjee**

Associate Professor at IMT Nagpur
PhD, Management
All India Management Association
Alumni, Harvard Business School

**Dr. Smriti Das**

Associate Professor,
XLRI Delhi Campus
PhD, Rural Economics
IRMA Anand, Gujrat, Alumni, XISS

**Dr. Rachappa Shette**

Associate Professor at IIM Kozhikode
PhD, Finance & Accounting
Osmania University

**Dr. Arun Kaushik**

Professor at IIM Amritsar
Chairperson, Doctoral Programs
at IIM Amritsar

**Dr. Raunak Mishra**

UPES, Dehradun

**Prof. Sebastian Tharakan**

Legal Ethics Faculty
IIM Amritsar

**Mr. Sandeep Charan**

Principle Sr. Data Scientist
Walmart Global
PhD, IIM Kozhikode
Alumni, IIT Kharagpur

**Dr. Anshuman Tripathi**

Professor at XIMB
PhD, Management
IIM Calcutta
Alumnus, IM Business School,
Madrid, Spain

**Mr. Sushanta Sharma**

Associate Professor at Institute of
Rural Management

**B K Mohanty**

Adjunct Professor
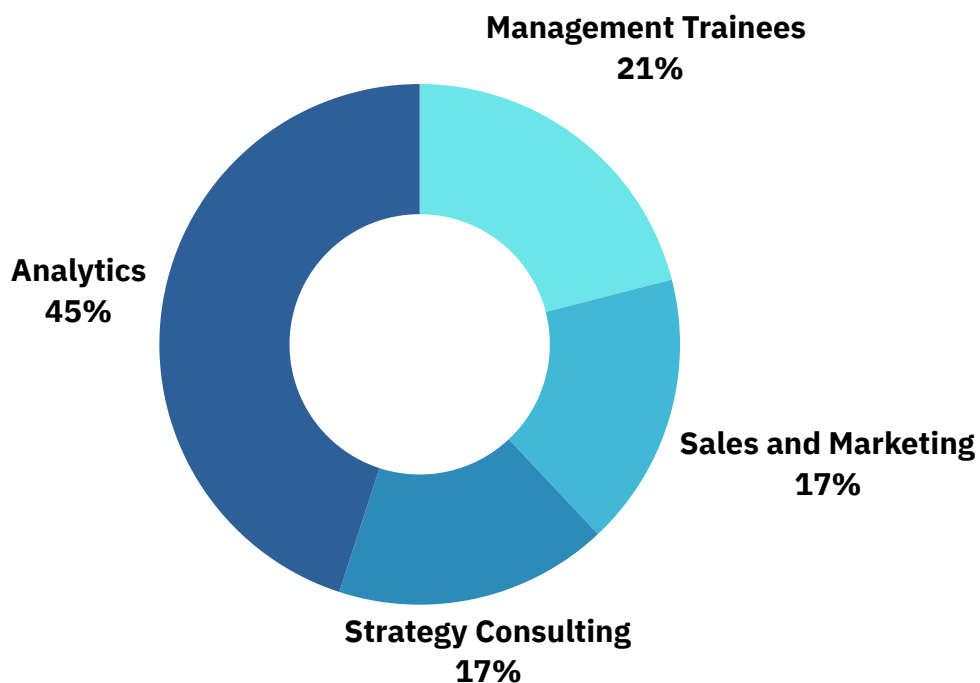Former Professor, IIM Lucknow
PhD, Operations Research IIT
Kharagpur

# Placement Statistics ( 2024 – 2025)

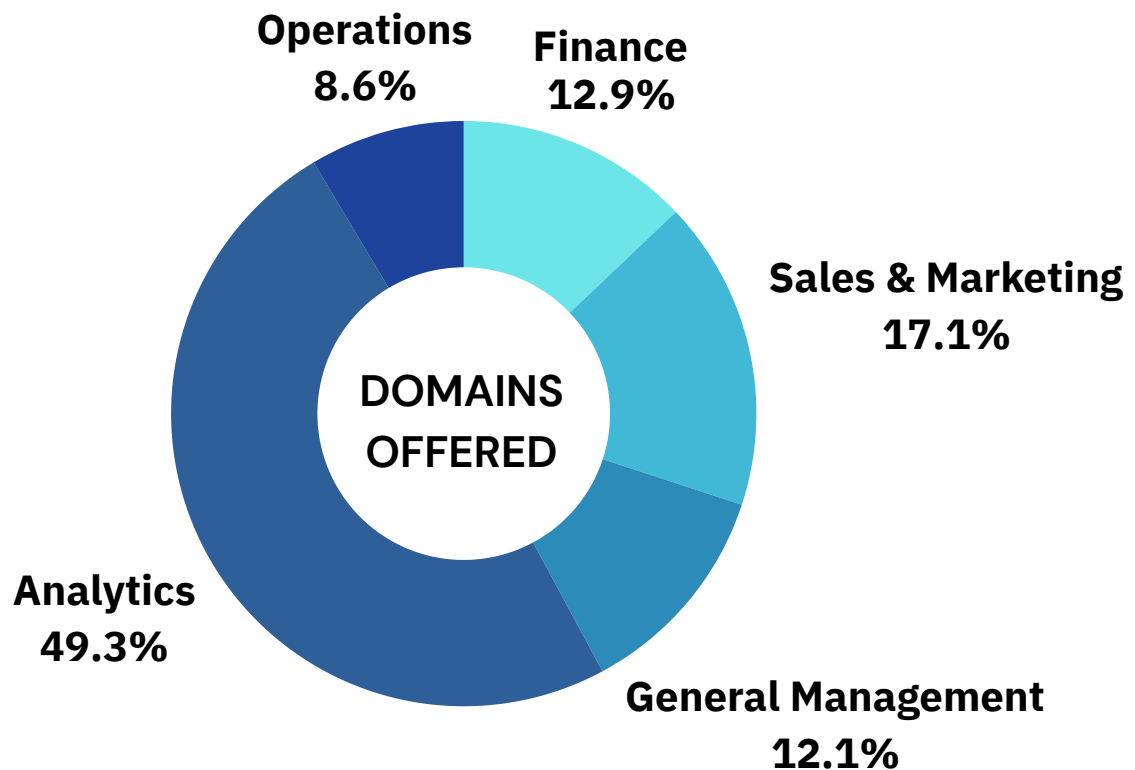

| Highest CTC | International Placement | Average CTC |
|---|---|---|
| 39 LPA | 39 LPA | 16 LPA |

**Management Trainees 21%**

**Analytics 45%**

**Sales and Marketing 17%**

**Strategy Consulting 17%**



## VISITING COMPANIES FOR PLACEMENTS

# Internship Statistics(2024-2025)

**₹ 50,000/-**
Highest Stipend

**₹ 20,000/-**
Average Stipend

## DOMAINS OFFERED

- Operations 8.6%
- Finance 12.9%
- Sales & Marketing 17.1%
- General Management 12.1%
- Analytics 49.3%

## OFFERED ROLES

- Data Analyst
- HR Analyst
- Financial Analyst
- AI Engineer

- Marketing Analyst
- Business Analyst
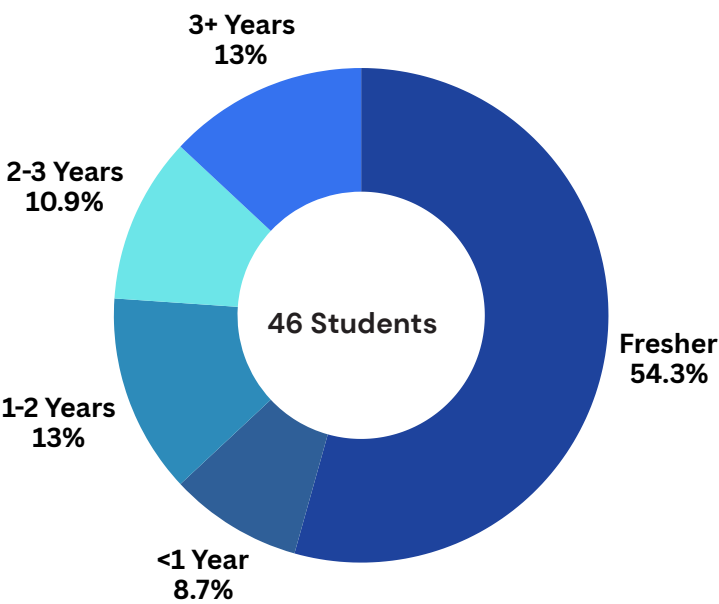- Research Analyst
- Founder's Office
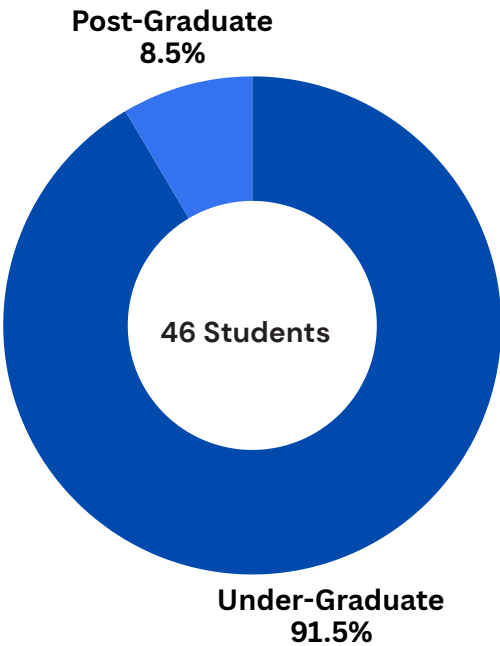
## VISITING COMPANIES FOR INTERNSHIP
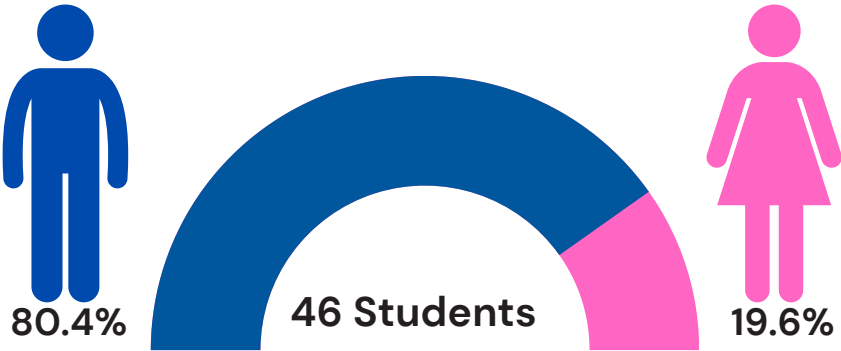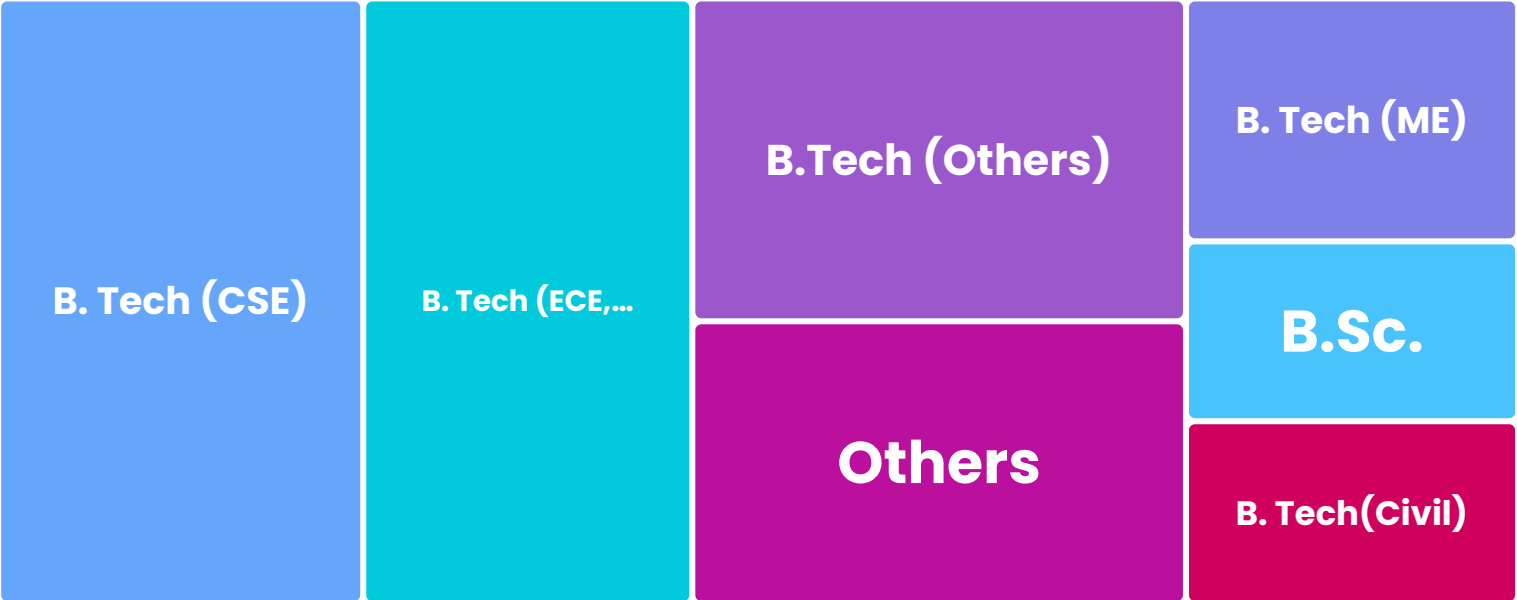
# BATCH PROFILE (2024–2026)

## WORK EXPERIENCE

3+ Years
13%

2-3 Years
10.9%

1-2 Years
13%

<1 Year
8.7%

46 Students

Fresher
54.3%

## UG AND PG STRENGTH

Post-Graduate
8.5%

46 Students

Under-Graduate
91.5%

## GENDER DIVERSITY

80.4%

46 Students

19.6%

## ACADEMIC DIVERSITY

B. Tech (CSE)

B. Tech (ECE,...

B.Tech (Others)

Others

B. Tech (ME)

B.Sc.

B. Tech(Civil)

Convocation 2024
1st Batch
MBA(DS & AI)
2022-2024
12TH CONVOCATION CEREMONY
28 सितम्बर, 2024







HAPPY TEACHER DAY





AIXCELRATE 2024
IIT MANDI
5th - 6th October
HR CONCLAVE

## Aixcelrate – HR Business Summit 2024

IIT Mandi's School of Management Presents AiXCELRATE 2024. The School of Management at IIT Mandi announces AiXCELRATE 2024, a Management Conclave on October 5-6, 2024. Set in the scenic Himalayas, the event will unite industry experts, HR professionals, and aspiring innovators for mentorship and transformative discussions.

With the theme "HR Practices for Enhancing Employee Experience and Well-being in the Age of AI and Automation," the conclave will explore how AI and automation are reshaping HR. Panel discussions will highlight AI's role in enhancing employee experience, well-being, and performance management.



The event also features interactive sessions, including a Case Competition and Mentoring Sessions, offering students a platform to showcase their ideas to industry leaders.

# HOW TO REACH IIT MANDI?

## By Road

Mandi is well-connected by road to Delhi (402 km, 8 hrs) and Chandigarh (164 km, 3.5 hrs), with frequent public and private buses, especially overnight options. Private car rentals from Delhi or Chandigarh are also available.

From the Mandi bus stand, IIT Mandi North Campus is 23 km (40-45 mins). Himachal roadways, private buses, and rental cars provide daytime transport to Kamand or Salgi village, with cabs costing Rs. 800-1000. The institute also offers cab services for visitors, subject to vehicle availability.

## By Train

The nearest railway stations are Kiratpur, Ropar, and Chandigarh, offering convenient rail connections to the region.

## By Air

- Nearest airport (One or two domestic flights from Delhi & Chandigarh)
- Bhuntar airport district Kullu. Distance: 42 Km (1hr 30 minutes via road)
- Gaggal airport district Kangra (Dharamshala): 175 Km (4hrs 30 min via road)
- Chandigarh airport distance : 169 Km (3hrs 30 min via road)

# CONTACT **US**

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