SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE

An Autonomous Institute Permanently Affiliated to Savitribai Phule Pune University,
Pune, Approved by AICTE, New Delhi and Govt. of Maharashtra
At & Po – Mahirawani, Trimbak Road, Tal & Dist – Nashik
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website : www.sandipfoundation.org, e-mail : principal@sitrc.org
Accredited with "A" grade by NAAC With CGPA Score of 3.11
NBA Accredited for Computer & Mechanical Engineering(UG Course) w.e.f. 2023-24 to 2025-26

Department of Management Studies (MBA)

Academic Year 2024-25

Value Added Program

"Artificial Intelligence in Business Applications"

- **Event Title:** "Artificial Intelligence in Business Applications"

- **Date:** 13ᵗʰ May 2025

- **Conduction Duration:** 2 Hour

- **Venue:** E' Buiding, MBA Dept, SITRC.

- **Resource Person:** Mr Shailesh Parashare (CEO and Co-founder of CapOasis Technology Pvt. Ltd.)

- **Coordinator:** Prof. Pratiksha Bhujbal

Objective:

1. To introduce the role and impact of Artificial Intelligence (AI) in various business domains.
2. To explore practical applications of AI in marketing, HR, finance, operations, and customer service.
3. To prepare students for AI-integrated business environments by enhancing their awareness of emerging technologies.

About the Program:

The Department of Management Studies organized an insightful and engaging guest lecture titled "Artificial Intelligence in Business Applications" delivered by Mr. Shailesh Parashare. The primary objective of the session was to provide students with a practical understanding and exposure to the ways in which Artificial Intelligence (AI) is transforming modern business practices. Mr. Parashare began the lecture by introducing the foundational concepts of AI, highlighting its evolution and growing relevance in contemporary business environments. He emphasized the pivotal role AI plays in enhancing decision-making, automating routine tasks, and personalizing customer experiences.

During the session, Mr. Parashare shared several industry-relevant examples to demonstrate how companies are effectively leveraging AI technologies to boost productivity, optimize supply chains, forecast demand, predict customer behavior, and streamline operational processes. The lecture delved into various business functions where AI is making a significant impact, such as marketing, where it supports targeted advertising,
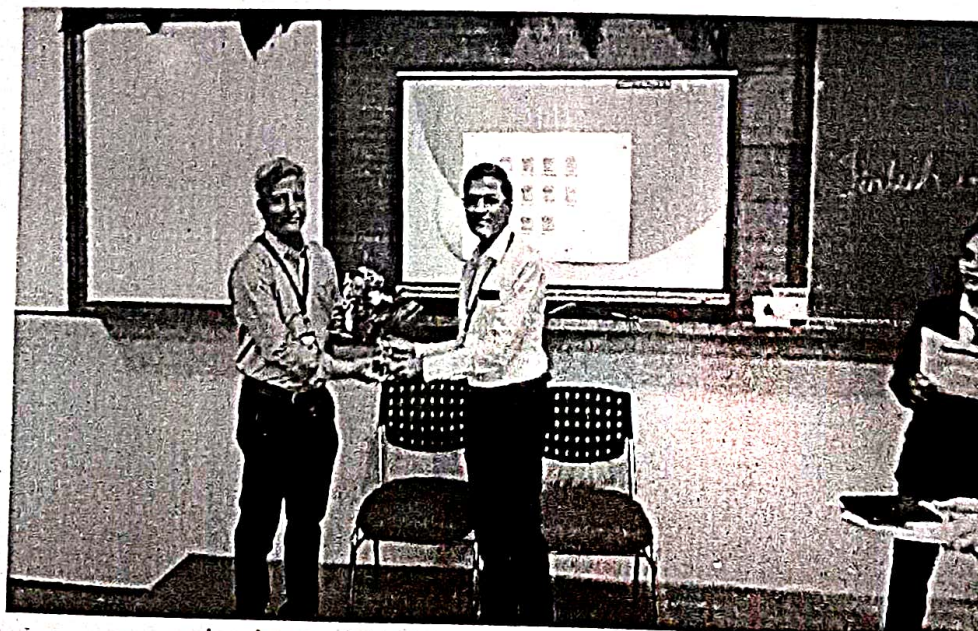
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customer segmentation, and recommendation systems; human resource management, with applications in AI-driven recruitment, sentiment analysis, and performance tracking; finance, where AI helps in fraud detection, credit scoring, and robo-advisory services; and operations and logistics, where AI enables efficient inventory management, demand forecasting, and the use of autonomous systems.

To make the content more relatable and practical, Mr. Parashare incorporated real-life case studies and live demonstrations, showing how businesses deploy AI tools such as chatbots, predictive analytics, and machine learning algorithms to gain a competitive edge. The session concluded with an interactive Q&A segment, where students raised questions about AI career opportunities, ethical implications, and the challenges associated with implementing AI in business. Mr. Parashare offered insightful guidance on career pathways and recommended learning tools and platforms like Python, Power BI, and TensorFlow, encouraging students to develop skills relevant to the AI-driven future of business.

Outcome:

1. Students developed a foundational understanding of AI technologies and their application in business contexts.
2. The lecture fostered an appreciation for how AI can improve efficiency, decision-making, and customer satisfaction across industries.
3. Participants felt motivated to explore AI tools and courses for career enhancement.

Glimpse of the Day

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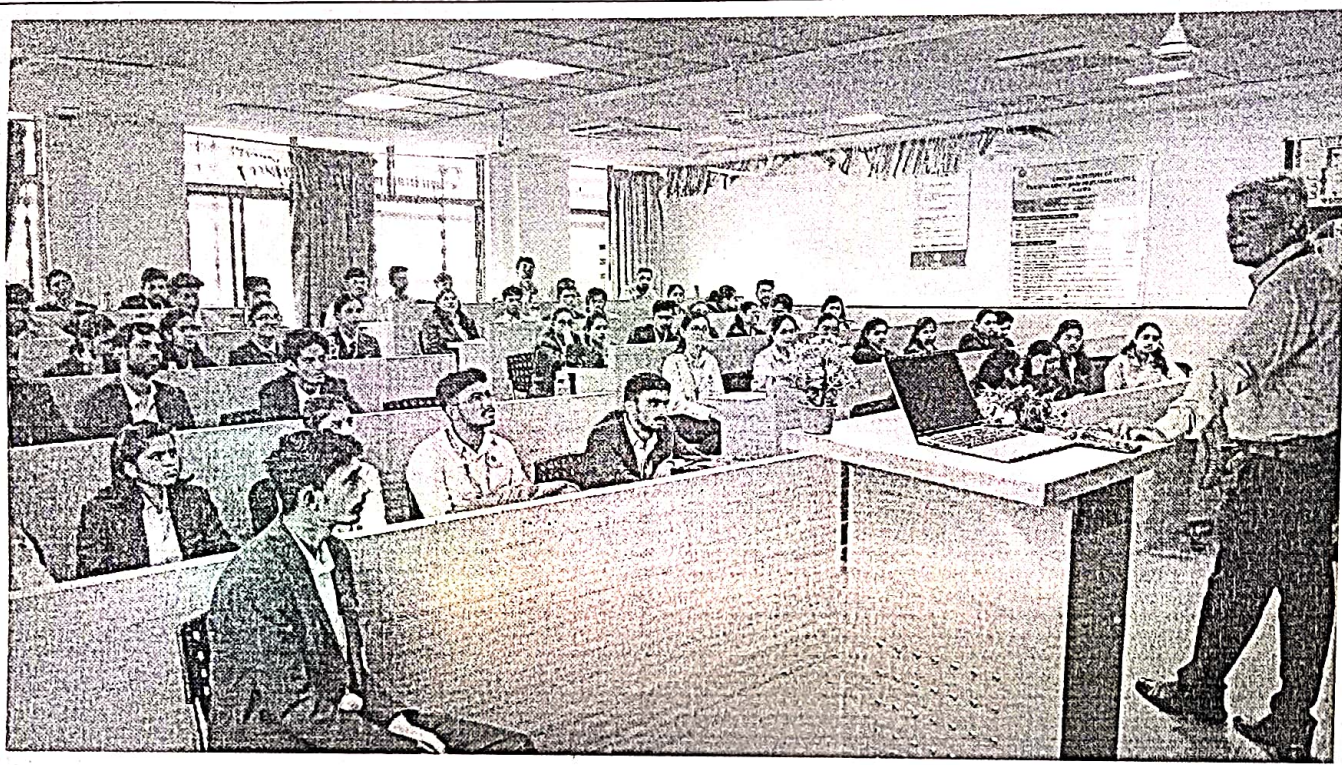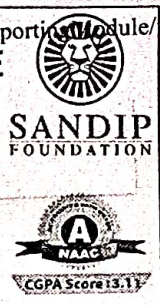website : www.sandipfoundation.org; e-mail : principal@sitrc.org
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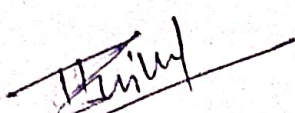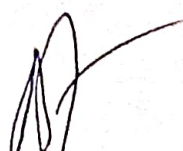NBA Accredited for Computer & Mechanical Engineering(UG Course) w.e.f. 2023-24 to 2025-26
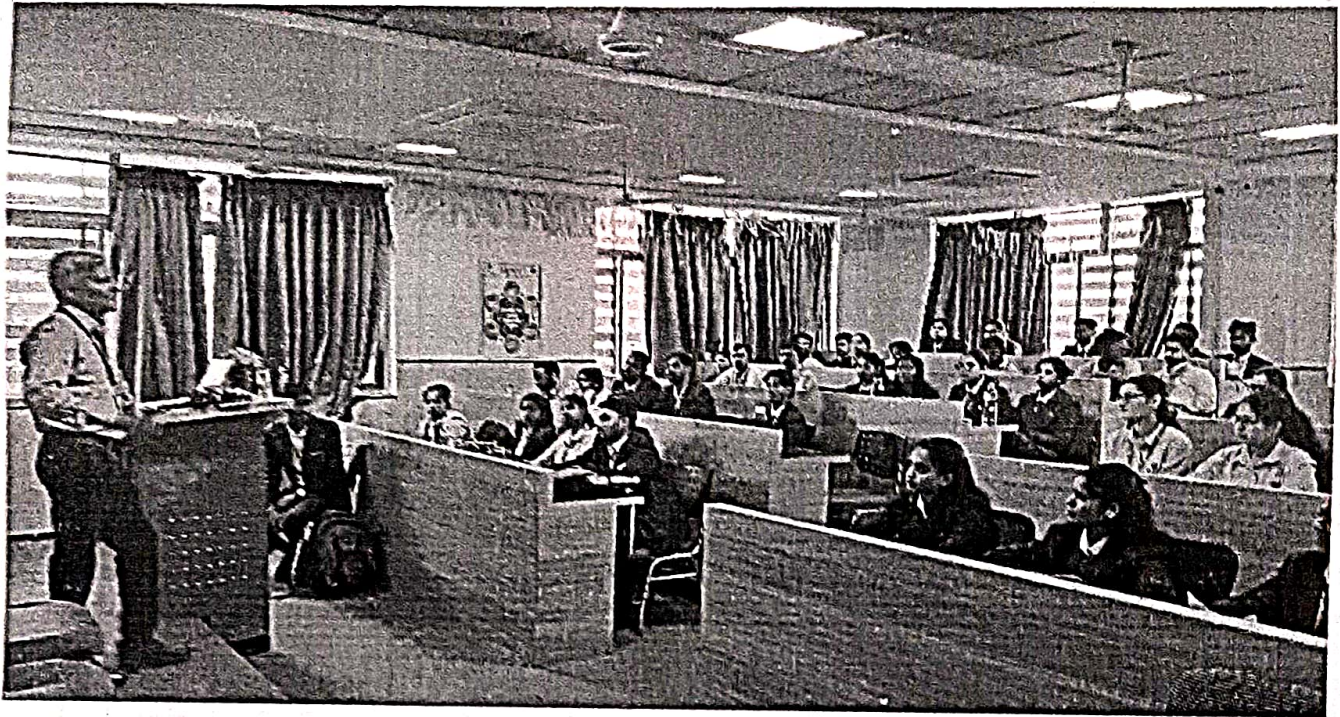
Prof. Pratiksha Bhujbal

Coordinator

Dr. Abhay Bora

HOD, Dept of MBA

Dr. Amol Potgantwar

Principal, SITRC