

## ‘B-schools need to teach AI as a subject’

Debashis Sanyal

tspecialprojects@htlive.com

With artificial intelligence (AI), innovation is happening at breakneck speed, creating opportunities for new-age businesses and startups.

The fourth industrial revolution is seamlessly weaving intelligence from various disciplines, translating into new-age businesses using cutting edge algorithms, tools and technologies resulting in vast opportunities and higher productivity.

The frontiers of machine learning and artificial intelligence are breaking barriers of impossibilities resulting in business disruption.

The knowledge of machine learning in the realm of the confluence of disciplines like computer sciences, linguistics and natural language processing, functional knowledge of marketing, finance or various fields of sciences and engineering, is vital for business school students of the future to remain relevant in the business arena.

The frontiers of machine learning and artificial intelligence are breaking barriers of impossibilities, resulting in business disruption in areas that include healthcare, bio-informatics, transportation, education, manufacturing, telecom, automotive, financial services and retail.

The beneficiaries are internet companies, governments and individuals.

The flip side of these interesting disruptions is its impact on employment.

Jobs that have been traditionally performed by people having bachelors and masters degrees are now being performed more and more by machines or intelligent software solutions.

It is true that the rate of replacement will not be abrupt

THE FOURTH INDUSTRIAL REVOLUTION HAS MADE THE MBA DEGREE MORE RELEVANT. AI INNOVATION IS CREATING OPPORTUNITIES FOR NEW-AGE BUSINESSES AND STARTUPS

and will differ from industry to industry.

Nonetheless, new types of jobs will come into being and they are all going to be intellectually very demanding in terms of the knowledge and the understanding of the business environment required.

Business School education hinges around imparting knowledge to students across various functional areas.

Business management programme develops the skill set to employ learning across wide-ranging of subjects to improve one's decision-making power.

Thus the currency of the curriculum is very critical to ensure that the students graduating from a business school is relevant for the present and near future.

For instance, at Great Lakes Institute of Management, we are happy to be the harbingers among the business schools to introduce artificial intelligence, machine learning and analytics disciplines as an area of specialisation for our students.

We understood the need of the hour and have leveraged on the opportunity and expertise of our faculty members in partnership with industry practitioners to deliver a high quality programme.

*The author is director, Great Lakes Institute of Management, Gurgaon*