

Hero Vired Launches Industry-Leading Postgraduate Program in AI & Business Management

New Delhi, Delhi Apr 1, 2025 ([Issuewire.com](https://www.issuewire.com)) - In today's rapidly evolving business landscape, artificial intelligence (AI) has penetrated deep into all aspects of it. To help professionals harness the power of AI and drive strategic decision-making, Hero Vired, a leading learning platform, is introducing its [Postgraduate Program in Artificial Intelligence & Business Management](#). Developed in collaboration with edX and Harvard University, this industry-recognised program is designed to equip professionals with AI-driven insights and leadership skills, making them future-ready for a world dominated by intelligent technology.

The Role of AI in Business Management

Businesses today are changing compared to how they were operated/conducted once, and this is all possible due to the growth of AI. It helps companies stay ahead by forecasting consumer behaviour, optimising their supply chain, and automating financial risk management, amongst other things. A trained professional familiar with the intricate know-how of business applications of AI could make wise decisions, increase the efficiency of their organisation, and provide creative solutions to countless problems that can win long-term success for the company. Hero Vired's new program aims to bridge the gap between AI and business strategy, offering a learning experience that is both cutting-edge and practical.

What Does This Program Offer?

The program delivers a detailed study of how AI functions in business plans and operational activities. Participants will explore:

Marketing & Sales

AI-driven personalisation, consumer behaviour analysis, and digital marketing strategies.

Finance & Investment

AI applications in financial analysis, fraud detection, and corporate finance.

AI-Enhanced Decision-Making Frameworks

Build decision-making and leadership skills using AI-enhanced frameworks.

Cross-Functional Business Acumen

Gain comprehensive knowledge across key business domains, including marketing, finance, and supply chain management.

Hands-On Application of AI Tools

Apply AI tools in marketing, finance, and supply chain to solve real-world business challenges.

Operations & Supply Chain Management

AI-powered logistics, demand forecasting, and risk assessment.

Leadership & Decision-Making

Strategic frameworks, leadership models, and AI-enhanced decision-making.

Business Strategy & Innovation

AI's role in product innovation, business model transformation, and competition analysis.

Personalised Mentorship

1:1 mentorship session for professional growth and profile building.

Industry Capstone Project

Participate in a capstone project that provides practical experience in implementing AI-driven business strategies.

Key Benefits of the Course

- **Globally Recognized Certification** – Verified Course Certificate from HarvardX and Hero Vired.
- **Industry-Backed Curriculum** – Developed in collaboration with edX and Harvard University.
- **Case-Based Learning** – Gain insights from AI-powered strategies of Amazon, Netflix, JPMorgan, Airbnb, Walmart, and Tesla.
- **Hands-on AI Applications** – Practical learning through AI-powered tools for marketing, finance, and supply chain.
- **Capstone Project** – Real-world AI integration project evaluated by an industry panel.
- **Networking with Industry Leaders** – Exclusive sessions providing practical business insights.
- **Flexible Learning for Professionals** – Designed for working professionals, requiring 6-8 hours per week.

Learn from Leading Industry Experts

The program is led by a distinguished faculty of AI and business management professionals. Some of the instructors of this course are:

Rajiv Bajaj

- CA, Executive MBA (ISB Hyderabad).
- 27+ years in financial analysis, consulting, corporate strategy, M&A, business growth, insolvency, and distressed asset turnarounds.

Gaurav Arora

- CFA, MBA (ICFAI University), certified in Financial Modelling & Valuation (CFI).

- 15+ years in training, financial analysis, modelling, valuation, data visualization, and business analytics.

Halasya Siva

- MSc (IIT Madras), PhD (University of Houston), Executive MBA (Melbourne Business School).
- 23+ years in AI, digital transformation, and data research across industries: automotive, aerospace, telecom, BFSI, and EdTech.

Prateek Srivastava

- MBA (IIT Delhi).
- Senior operations leader with expertise in supply chain, logistics, and e-commerce.

Bharani Depuru

- Master's in Data Science (IIT Hyderabad), Executive MBA (Wharton), PGPMAX (ISB).
- 19+ years in AI, data analytics, and Industry 4.0, with experience at HSBC, Infosys, Deloitte, and ITC Infotech.

The Postgraduate Program in Artificial Intelligence & Business Management serves as much more than an ordinary course because it delivers transformative professional prospects. The program delivers academic excellence and real-world industry relevance to benefit those seeking to bring AI into business decision-making and AI specialists who want better business skills. The globally recognised certification, access to leading AI and business minds, and practical exposure to real-world business challenges ensure that learners graduate job-ready and equipped to make an impact.

About Hero Vired

Hero Vired is a leading online learning platform in the Hero Group. They are committed to delivering high-quality education through industry-aligned programs. They have designed many industry-specific courses in association with leading organisations worldwide, such as Harvard University, Microsoft, edX, etc. The core intention behind this partnership with top global institutions is to create future-ready professionals with hands-on learning and expert mentorship.

Hero Vired offers a comprehensive learning opportunity in its courses through live sessions, personal mentorship, real-world case studies, capstone projects, and interaction with industry professionals. The courses offered by Hero Vired are great platforms for professionals who are willing to learn new skills and grab better opportunities in their careers.

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