MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)
Affiliated to GGSIP University; Recognized u/s 2(f) of UGC Recognized by
Bar Council of India; ISO 9001: 2015 Certified Institution Maharaja Agrasen
Chowk, Sector 22, Rohini, Delhi - 110086, INDIA Tel. Office:
8448186947, 8448186950 www.maims.ac.in

March 18th, 2025

REPORT- WORKSHOP

Workshop on "AI in Business: Unlocking Data, Strategy & Automation with Smart Prompts"
Organizer: Department of Business Administration

Resource Person: Mr. Saransh Kalra, CEO, Level up Excellency

Date: March 18th, 2025

Venue: Room no. 937, III Floor, Block -9

Number of Participants- 52 BBA Students

Introduction

Department of Business Administration organized a workshop on **"AI in Business: Unlocking Data, Strategy & Automation with Smart Prompts"** for Bachelor of Business Administration (BBA) students to enhance their understanding of Artificial Intelligence (AI) and its applications in business decision-making. The session was led by **Mr. Saransh Kalra**, CEO, Level up Excellency and an expert in AI-driven business solutions.

Objective

The primary objective of the workshop was to equip students with practical knowledge of how AI, particularly smart prompts, can be used to improve business efficiency, optimize data-driven strategies, and automate processes.

Key Highlights

The workshop on "AI in Business: Unlocking Data, Strategy & Automation with Smart Prompts" provided an in-depth understanding of how AI is transforming modern business practices. The session began with an overview of AI's role in business decision-making, emphasizing its impact on customer service, marketing, finance, and operations. The resource person, Mr. Sar Kal, explained how AI-powered tools are helping businesses analyze large datasets, derive meaningful insights, and make data-driven decisions that enhance overall efficiency.

A significant portion of the workshop focused on automation in business operations, demonstrating how AI-driven tools streamline processes, reduce costs, and improve productivity. The discussion highlighted real-life examples of AI applications in workflow automation, making it clear how businesses can leverage AI for greater efficiency. Another key area covered was the use of smart prompts in AI-powered platforms like ChatGPT, Gamma, Perplexity etc. Students were introduced to effective techniques for crafting prompts that optimize AI-generated responses for business applications, including marketing strategies, financial analysis, and customer engagement.

The workshop was highly interactive, featuring live demonstrations and hands-on activities where students experimented with AI tools to generate insights and automate tasks. These activities provided practical exposure to AI-driven decision-making and content generation. By the end of the session,

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)
Affiliated to GGSIP University; Recognized u/s 2(f) of UGC Recognized by
Bar Council of India; ISO 9001: 2015 Certified Institution Maharaja Agrasen
Chowk, Sector 22, Rohini, Delhi - 110086, INDIA Tel. Office:
8448186947, 8448186950 www.maims.ac.in

students gained valuable insights into how AI can be a powerful asset in business, enabling better strategy formulation and automation. The session concluded with a discussion on future advancements in AI and how students can develop skills to stay ahead in an AI-driven business landscape. The positive feedback from students indicated a strong interest in further workshops on advanced AI applications, with a particular focus on real-world industry case studies.

MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)
Affiliated to GGSIP University; Recognized u/s 2(f) of UGC Recognized by
Bar Council of India; ISO 9001: 2015 Certified Institution Maharaja Agrasen
Chowk, Sector 22, Rohini, Delhi - 110086, INDIA Tel. Office:
8448186947, 8448186950 www.maims.ac.in

Key Takeaways

- AI is revolutionizing business decision-making and operational efficiency.

- Smart prompts enhance AI-driven automation and strategy formulation.

- Practical AI tools can be leveraged for various business functions, including marketing, finance, and human resources.

Conclusion

The workshop successfully provided BBA students with insights into the practical applications of AI in business. The interactive discussions and hands-on activities helped students understand how AI can be a game-changer in modern business practices. Students found the session highly informative and engaging. Many expressed interest in further workshops on advanced AI applications in business. It was recommended that future sessions include more case studies and real-world industry applications.

Faculty Conveners

Ms. Neha Aggarwal, Assistant Professor, Department of Business Administration

Dr. Shikha Sharma, Associate Professor, Department of Business Administration