



P R T F

# JOIN OUR AI-CENTRIC PGDM PROGRAM

PRTF bridges the gap between traditional management education and the AI era, preparing leaders who not only understand AI but also leverage it to drive unprecedented business outcomes.

ADMISSION OPEN FOR  
SESSION 2026-2028

RECOGNITION  
AICTE Approved

CURRICULUM  
AI-Enabled

DURATION  
2 Years

CAMPUS  
KP3 Greater Noida (NCR), UP

ASSURED  
Job Placement

SPECIALIZATION  
Dual: Marketing and Finance  
AI and Data Science

STATE OF THE ART  
Infrastructure



P R T F

SCHOOL OF MANAGEMENT

Your future starts here...

# WHY PRTF STANDS APART..

Traditional MBA programs were designed for a pre-AI world.  
PRTF is built from the ground up for the realities of modern  
business—where AI literacy is no longer optional, but essential.

## TRADITIONAL PGDM

Theory-heavy.

Limited practical exposure.

Unpaid internships.

Generic, outdated syllabus.

No AI-enabled syllabus.

Limited industry exposure.

## PRTF'S PGDM

Concept-based and analytical.

Hands on experimental learning.

Paid corporate internship.

Agile and dynamic syllabus.

AI-enabled syllabus.

Deep industry integration.

## HOLISTIC DEVELOPMENT

BRIDGE THE GAP  
BETWEEN

**MIND.**

**MACHINES.**

**MANAGEMENT.**

P R T F SCHOOL OF MANAGEMENT

## 2-YEAR TRANSFORMATIVE JOURNEY

# AI-CENTRIC PGDM PROGRAM CURRICULUM


A complete, AICTE-compliant curriculum architecture that transforms every graduate into an AI-fluent manager – regardless of their starting background. The managers of tomorrow must be equipped with both human leadership and AI capabilities.

Don't just manage businesses... Architect them with AI.

*No background assumed. No student left behind. By the end of first year, every PRTF graduate – regardless of whether they came from commerce, arts, science, or engineering – will be able to use AI fluently, think strategically about AI, and walk into any management role with a genuine competitive advantage.*

### FIRST YEAR – FOUNDATION AND CORE LEARNING

Trimester [or Term] : I	Trimester [or Term] : II	Trimester [or Term] : III
<p><u>Managerial (micro) economics</u></p> <p><u>Business Communication</u></p> <p><u>Legal and Business environment</u></p> <p><u>Indian ethos and Business ethics</u></p> <p><u>Financial Reporting, Statements &amp; Analysis</u></p> <p><u>Organizational Behaviour</u></p> <p><b>AI-Literacy</b></p> <p>From zero to fluent. Every student learns what AI is, how to use it, and why it matters for business. Hands-on from day one. No maths assumed, No coding assumed. Pure applied fluency built through doing.</p>	<p><u>Marketing Management</u></p> <p><u>Indian economy and Policy</u></p> <p><u>Corporate finance</u></p> <p><u>Operations management</u></p> <p><u>Human resource management</u></p> <p><u>Business communication</u></p> <p><b>AI-Application</b></p> <p>AI through every business lens. Marketing, Operations, Finance, HR — every functional course gains an AI-application layer. Students see AI not as a separate subject but as the lens through which modern management is practiced.</p>	<p><u>Marketing research</u></p> <p><u>Business analytics</u></p> <p><u>Corporate strategy</u></p> <p><u>Strategic management and AI-Strategy</u></p> <p><b>AI-Strategy</b></p> <p>From user to leader. Students learn to make AI-strategy decisions, lead AI- implementations, govern AI-ethically, and deliver a real AI-consulting engagement for an actual organization. They leave with a portfolio piece.</p>



The program that makes every graduate AI-fluent — and produces managers who can lead AI teams and make AI strategy decisions.

## SECOND YEAR – LEARNING OF ELECTIVE COURSES [OR SPECIALIZATION COURSES]

### MARKETING AND FINANCE SPECIALIZATION

The course is designed to develop hands-on expertise in contemporary marketing and finance, including consumer insights, brand building, digital and social media, integrated communications, financial decision-making, investment management, corporate valuation, and international markets.

### AI AND DATA SCIENCE SPECIALIZATION

Develop future-ready expertise in Artificial Intelligence and data-driven decision-making. This specialization equips future manager with both foundational and advanced capabilities required to harness AI for business innovation and strategic growth. Key areas include Big Data technologies (Hadoop and Spark), data engineering fundamentals, natural language processing (NLP) and sentiment analysis, machine learning, deep learning, generative AI, multi-agent and agentic AI systems, and other emerging AI applications.

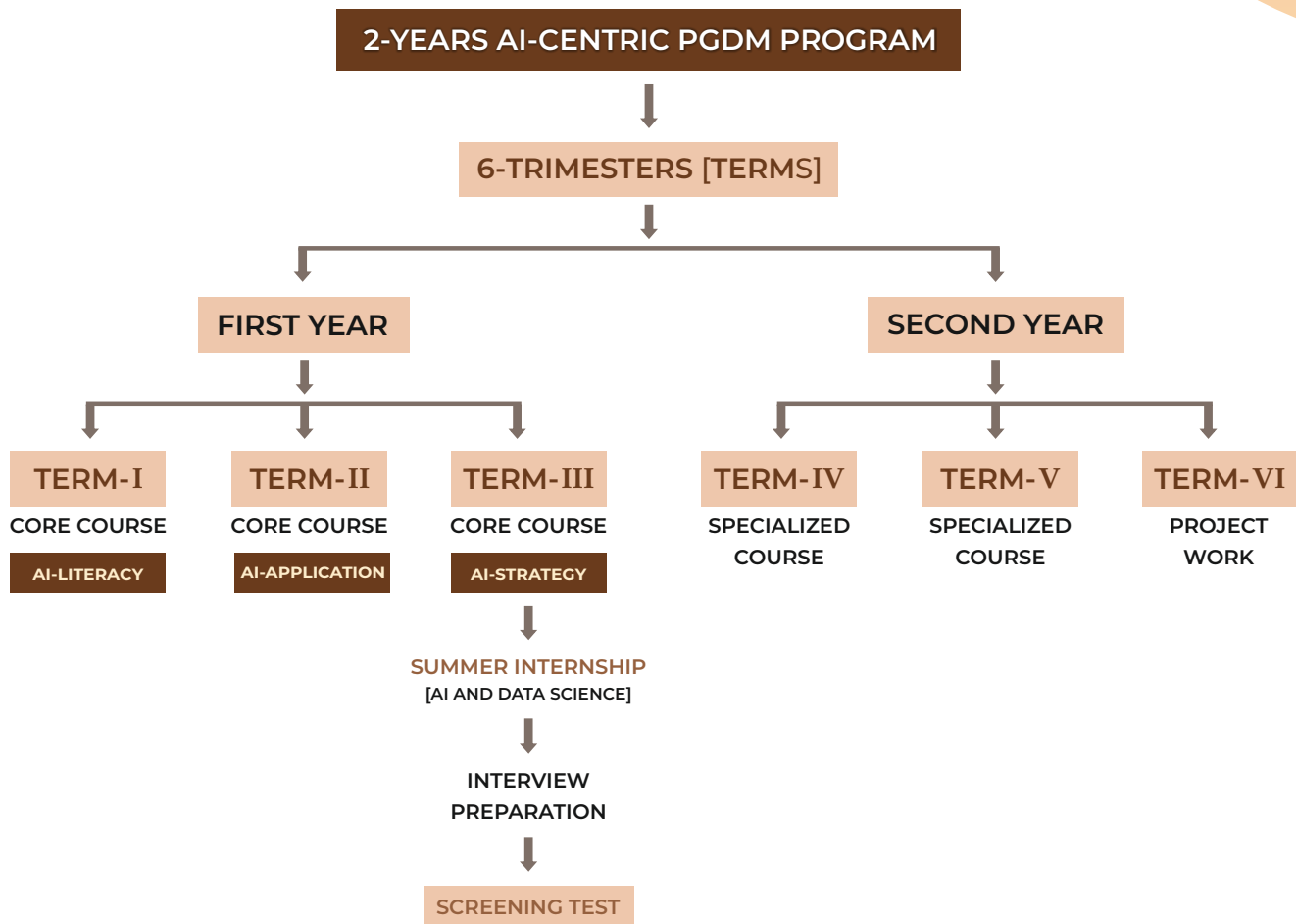
### LEARNING APPROACH

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*The specialization combines industry-aligned case studies, live projects, business simulations, and hands-on workshops to strengthen analytical, strategic, and managerial competencies. Through application-oriented learning and deployment-focused exercises, students gain practical experience in designing, implementing, and managing AI-driven solutions, preparing them for leadership roles in the evolving AI and data science landscape.*

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# 2-YEAR TRANSFORMATIVE JOURNEY



**FUTURE-PROOF  
YOUR MANAGEMENT  
CAREER.**

# THE VISIONARIES

## WHO LEAD US FROM THE FRONT



### **Pranav Kumar**

Pranav Kumar, founder and chairman of PRTF, is a biologist, author, and education entrepreneur. Educated at JNU and formerly a faculty member at Jamia Millia Islamia, he currently serves as Director of Pathfinder Academy and Pathfinder Publications. With over two decades of experience, he brings distinguished expertise in student mentoring, academic leadership, and educational innovation.



### **Harish Kumar**

Harish Kumar is an elite AI architect and researcher operating at the global frontier of applied Artificial Intelligence. With over 18 years of experience across Fortune 500 giants—including Amazon, Philips, and ING—he bridges the gap between complex algorithmic research and enterprise-grade production. As a European Patent holder and published researcher, he specializes in building Autonomous Intelligence that is both mathematically rigorous and regulatory-compliant.



### **Dr. Ranjit Kumar**

Dr. Ranjit Kumar is a Principal Scientist and former Head of the Agribusiness Management Division at ICAR-NAARM. He began his career as an ARS Scientist at ICAR-Indian Agricultural Research Institute (IARI), New Delhi, in 2000 (72nd FOCARS). After around 6.5 years, he moved to ICAR-Indian Institute of Soil Science (IISS), Bhopal, as a Senior Scientist. From 2017 to 2022, he served as the Head of the Agribusiness Management Division at ICAR-NAARM and currently continues as a Principal Scientist in the same division.



### **Dr. Vaniki Joshi Lohani**

Dr. Vaniki Joshi Lohani is a distinguished academician and strategic researcher with over a decade of excellence in higher education and corporate strategy. Currently a faculty member at Jawaharlal Nehru University (JNU), she operates at the cutting edge of Indian Knowledge Systems (IKS) and Public Policy, bridging ancient wisdom with modern strategic frameworks to drive sustainable development.

## CAREER OUTCOME

Industry-ready skills

Course: AICTE – NEP aligned

AI and Data Science – enabled program

Assured placements

Globally recognized qualification

## YOUR INVESTMENT

PROGRAM FEE

SIX LAKH

SCHOLARSHIPS

UPTO 50%

## CAMPUS EXPERIENCE

# WORLD-CLASS LEARNING ENVIRONMENT

Our state-of-the-art campus is designed to foster innovation, collaboration and excellence. Every space is optimized for the modern learner's needs.

STATE-OF-ART  
CAMPUS

WORLD CLASS  
MENTORS

AI-ENABLED  
SYLLABUS

INCUBATION  
FACILITIES

GLOBAL ACADEMIC  
COLLABORATIONS

AICTE – NEP  
ALIGNED



## OUR ECOSYSTEM

The institutions and companies who've believed in us and our vision...



JOIN NEXT-GEN

# MANAGEMENT

FOR AN AI-DRIVEN WORLD.

EMPOWERING YOU  
TO UNLOCK YOUR  
POTENTIAL AND  
SHAPE THE FUTURE!

AI-CENTRIC **PGDM**

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SESSION 2026-2028



CONTACT US

P R T F

SCHOOL OF MANAGEMENT

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