

Prof. R. Baskaran

Director

Circular385/CIR/2024

Date : 20.03.2024

CIRCULAR

Immersion Global is offering a 12-day **Global immersion program on “Artificial Intelligence in Business”** during 30.06.2024 to 07.07.2024 for higher semester students at the Kozminski University, Poland.

The approximate cost break-up for the program is as follows :

This program cost is Rs.1,75,000/- + 5% tax which includes the following :

- Tuition fees
- Accommodation - on twin sharing basis / Hotel accommodation (Accor Group) with breakfast
- Airport-University Campus-Airport transfers
- All local travel - Pre-loaded Warsaw City travel card - for unlimited travel within city.
- Per Diem of 40 Zloty per day that can cover the Lunches & Dinners for 6 days

Interested students of Anna University, Chennai (CEG, ACT, SAP and MIT campuses) can apply for this immersion program. Students can send their application forwarded from their Head of the Department to **the Director, Centre for International Relations on or before 31th March 2024**. More details are attached on the next page.

Kindly register through the following weblink :

https://docs.google.com/forms/d/e/1FAIpQLSeKKzkoCdILuKuMrTD-UhgCF5-B3dptzhO6rBsOFvQuqJGHQ/viewform?usp=pp_url

DIRECTOR

To
All Deans of campuses
All Directors and HODs (With a request to display on notice board)



KOZMINSKI UNIVERSITY



Artificial Intelligence in Business

An Immersion Global Program in Warsaw, Poland

About the University

Kozminski University is a business-oriented higher education institution offering a broad range of education programs, holding full academic rights, and considered to be the best business school in Central and Eastern Europe according to the "Financial Times" ranking. We also pride ourselves in having obtained three prestigious international accreditations: AACSB, EQUIS and AMBA, held by only 100 business schools worldwide.

Our University was founded in 1993. It is one of the oldest non-public higher education institutions in Poland. The undergraduate, graduate, and doctoral students and the participants of postgraduate and MBA programs studying at KU make up a population of 9,000. The population of KU graduates is currently over 50,000.

Campus

Since the beginning of our existence we have been investing in our own facilities. Our premises are currently a complex of 5 modernly furnished and well-equipped buildings, covering a total area of about 16,500 square metres. Every year we adopt innovative architectural and technological solutions in the campus, which has Library, Study Facilities, Hybrid, Huawei IdeaLab & Logitech Classrooms, Bloomberg Laboratory, Courtroom, Bookshop, Sports Center, Bank & ATM, Kiosks & Catering Outlets.

Rankings

- Best business school in Central and Eastern Europe according to the "Financial Times" ranking – ranked 40th in Europe
- On TOP3 list of economic higher education institution in Poland according to the "Perspektywy" ranking
- Best non-public higher education institution for 22 years according to the "Perspektywy" ranking

1	1	1	1	1	2	1	2	1	3
In CEE Region - Global Executive MBA Programs Financial Times 2023	In CEE Region - European Business School Financial Times 2023	In CEE Region - Global Executive MBA Programs: Executive Education Open "Financial Times" 2023	Non-public university in Poland Perspektywy 2023 National Ranking	Non-public university in Poland Perspektywy 2021 National Ranking	Economic university in Poland Perspektywy 2023 National Ranking	Executive MBA Programs in Poland Perspektywy 2021 National Ranking	In CEE Region: Executive MBA QS Ranking 2021	In CEE Region - Global Masters in Finance Financial Times 2023	In CEE Region - Global Masters in Management Financial Times 2023

About the Program

Kozminski University focuses and encourages students personal development specifically in business and legal areas. The program aims to provide academic professional courses and additionally business and cultural activities. During time spent at the university and in the city will give a unique chance to all the participant to attend classes in one of the best business schools in Central-Eastern Europe and discover beauty of Warsaw.

Gain an amazing international experience and participate in highest quality courses in the heart of this part of Europe!

Program Highlights

- Participate in the international program with students coming from all around the world.
- Attend intensive courses, fully recognized upon completion, related to your professional interests.
- Get additional credits.
- Participate in courses held in various forms, such as practical classes, labs, lectures etc.
- Professional academics and specialized practitioners in each subject field.
- Travel easily around Poland and the rest of Central-Eastern Europe.



Artificial Intelligence in Business (4 ECTS)

The course focuses on issues related to various sub-disciplines of artificial intelligence and their potential application in business planning and growing. The aforementioned AI disciplines include mainly big data analytics and machine learning (from classical approaches based on regression, SVMs, random forest and clustering to unsupervised learning and deep learning with particular focus on deep reinforcement procedures. Students will also gain more general picture of how Artificial Intelligence impacts Business Strategy. The discussion seminar will focus on training data scientific skills applied to business building and growth.

Professors:

Prof. Aleksandra Przegalińska Leon Ciechanowski, PhD

Get
4 ECTS
(credits)

1. NUMBER OF CONTACT HOURS	20
2. NUMBER OF SELF LEARNING HOURS, INCLUDING:	
Homeworks: dataset analysis, case-study reading, presentation preparations	80
TOTAL NUMBER OF HOURS	100
TOTAL NUMBER OF ECTS POINTS	4

Wonderful Warsaw

Standing on the River Vistula, Warsaw is the capital and largest city of Poland. Warsaw offers so many things to do and see and has everything you want when you're going on a city break; incredible landmarks; beautiful old town streets and squares; lively parks and gardens; cool museums; hearty local food; vibrant nightlife.

The Old Town is the oldest part of Warsaw – the King's Castle and its surrounding walls were built in the 13th century. Most of the area was destroyed by the Nazis during World War II but was meticulously rebuilt – a project that was finally completed in the 1980s and earned a place on the UNESCO World Heritage List. Today it is a lively place full of galleries, cafés and restaurants.

With stunning modern buildings alongside pre-war architecture, there's no denying that Warsaw is one good-looking (and interesting) city. While some landmarks were reconstructed like the Old Town and Royal Castle, you can also find historic buildings that had survived the war like the Wilanow Palace. Other important landmarks like the Palace of Culture and Science were built after the war and they are breathtaking beauties that you wouldn't want to miss.

Church of St. Martin (Kościół św. Marcina), Old Town Market Square (Rynek Starego Miasta), Royal Łazienki Park, Royal Route, Palace of Culture and Science, Warsaw Uprising Museum, Tomb of the Unknown Soldier, Warsaw Uprising Monument, Copernicus Science Centre are some of the must do's in Warsaw. Krakow & Auschwitz are places to see.





KOZMINSKI UNIVERSITY

The IMMERSION PROGRAM DETAILS:

Program Duration: 1 week

Program Schedule: 30th June to 7 July 2024

Program Fee: Rs.175,000/- + 5% Tax

The Program fee covers:

- Tuition fees
- Accommodation - on twin sharing basis / Hotel accommodation (Accor Group) with breakfast
- Airport-University Campus-Airport transfers
- All local travel - Pre-loaded Warsaw City travel card - for unlimited travel within city.
- Per Diem of 40 Zloty per day that can cover the Lunches & Dinners for 6 days

The fee does not include:

Flight Ticket (approx INR 65,000 to 90,000) + Visa charges (approx INR 10000) & other personal expenses.

Register
HERE

Connect:

immersionglobalprograms@gmail.com

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@immersionglobal



www.immersionglobal.com

Warsaw awaits you ✈️

