



Value-Added Course
Contemporary Issues in Marketing and
Emerging Trends in AI
MBA Batch 2024-26, Second Year
(Academic Year - 2025-26)

VAC-042

Dr. Sudhinder Singh Chowhan

Professor

A handwritten signature in blue ink, appearing to read 'Dr. Singh', with a horizontal line drawn through it.

Registrar

IIHMR University
1, Prabhu Dayal Marg, Near
Sanganer Airport, Jaipur-302029



IIHMR University, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302029

Date: 1-12-2025

CIRCULAR

All the students are hereby informed that IIHMR University, Jaipur, is offering a **Value-Added Course (VAC-042)** titled **“Contemporary Issues in Marketing and Emerging Trends in AI.”**

The course aims to provide insights into modern marketing challenges and the application of Artificial Intelligence in marketing strategies.

The course is designed to provide students with knowledge and practical exposure to **modern marketing challenges and the role of Artificial Intelligence in transforming marketing strategies, customer engagement, and decision-making.**

Interested students are required to complete the registration process with the respective **Course Coordinator/Program Office.**

The course will focus on:

- Contemporary marketing issues and evolving market trends
- Role of AI in marketing analytics and customer insights
- AI-driven segmentation, targeting, and positioning strategies
- Ethical and strategic implications of AI in marketing

Course Code: VAC-042

Course Credits: 1.5

The duration and session timings of the course will be conducted as per university norms.

All eligible students are encouraged to enrol and enhance their skills in the emerging field of **AI-driven marketing and data-driven decision-making.**

Registrar's Office

A handwritten signature in blue ink, appearing to read 'For M. Singh', is written over the printed name 'Registrar'.

Registrar

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**1, Prabhu Dayal Marg, Near
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Course Information

Course Title	Contemporary Issues in Marketing and Emerging Trends in AI
Course Code	VAC-042
Course Credit	1.5
Course Instructor (s)	Dr. Sudhinder Singh Chowhan Associate Professor Email: sudhinder@iihmr.edu.in

1. Course Description

INTRODUCTION

Marketing management today operates in an environment shaped by rapid technological change, data-driven decision-making, shifting consumer expectations, sustainability pressures, and ethical scrutiny. Artificial Intelligence has emerged as a core enabler transforming how firms understand markets, design value propositions, communicate with customers, and manage long-term relationships. This course integrates contemporary marketing challenges with practical AI-driven marketing applications, enabling MBA students to develop strategic thinking, analytical capability, and responsible leadership in a technology-intensive business context.

Marketing and AI are deeply intertwined, with AI utilizing machine learning, NLP, and data analysis to automate tasks, personalize customer experiences at scale, predict behavior, and create content, making campaigns more efficient, targeted, and effective across digital

channels such as ads, email, and social media. AI helps marketers understand vast amounts of customer data for hyper-personalization, optimize ad spend, improve customer service through chatbots, and even generate copy, thereby boosting ROI and freeing humans to focus on strategy. In 2030, Artificial Intelligence (AI) has shifted from a marketing novelty to an essential "operating layer" behind business decisions. It is no longer just about generating content; it's about reinventing entire marketing operating models to drive growth.

2. COURSE OBJECTIVES

At the end of the course, students will be able to:

Analyse contemporary issues affecting marketing strategy and decision-making. Understand the role of AI in reshaping marketing functions and customer engagement. Apply AI tools and frameworks to real marketing problems. Evaluate ethical, legal, and societal implications of AI-driven marketing and design, data-informed and technology-enabled marketing strategies

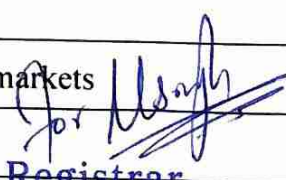
What students will learn

- AI Awareness: Understanding & experimenting with AI
- AI Application: Applying AI tools and use cases in daily marketing workflows and routines.
- AI Creation & Innovation: Playfully building custom AI-powered solutions.

3. Course Outcome

By the end of the course, students will be able to

CO 1	Critically evaluate emerging trends influencing global and Indian markets
CO 2	Interpret consumer data using AI-supported marketing analytics


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CO 3	Develop AI-enabled solutions for segmentation, targeting, positioning, and branding
CO 4	Assess risks related to data privacy, bias, and automation in marketing decisions
CO 5	Integrate sustainability and responsible marketing principles with AI adoption

4. Course Pedagogy

The course will be covered by classroom lectures augmented by discussions, case studies and group work, and assignments.

5. Course Requirement

Effective learning requires active participation of students in class, it is therefore desired that every student report to the class well prepared to present and defend his/her ideas. Class preparation calls for pre-reading the topics/cases to be discussed later. Further, for meaningful discussion of the cases, the students are required to come ready with their case analysis-identification and genesis of, and recommendations to resolve the problem(s).

6. Mode Of Delivery

The module will use a mix of lecture by the faculty concerned to introduce the lead concept and will encourage active interaction by the participants through classroom discussions, group work and presentations.

7. Course Syllabus

Unit	Hours	Content/ Topics	CO	Bloom's Learning (BL) Levels
1	4	Contemporary Marketing Issues (The 2030 Context) <i>Focus: Navigating the transition from digital-first to AI-native marketing.</i> - The Transition to Marketing 6.0: Moving beyond personalization to "individualized orchestration" and the immersive Metaverse/Health-verse. - Multimodal Content & Human-Centric AI: Strategies to maintain brand authenticity when 90% of content is AI-generated. - Real-Time Workflows: Transitioning from "campaign cycles" to autonomous, always-on marketing engines. - The Evolving Marketer: How roles shift from "Creator" to "Curator and Auditor" of AI systems.	CO 1 CO2	BL1: Remember BL2: Understand BL3: Apply
2	4	AI Technologies in Marketing Management <i>Focus: Understanding the engine under the hood.</i>	CO 2 CO 3	BL1: Remember

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		- Core Technologies: Distinguishing between Machine Learning (patterns), Deep Learning (complex data), and Generative AI (creation). - Agentic Marketing (AI-to-AI): Managing the "Customer Journey" where an AI Shopping Assistant interacts with a brand's AI Sales Agent.		BL2: Understand BL4: Analyse
		- Generative Engine Optimization (GEO): The successor to SEO—optimizing for visibility in AI model responses (ChatGPT, Claude, etc.). - Platform Integration: Best practices for syncing AI engines with legacy CRM (Salesforce) and ERP (SAP/Oracle) systems.		
3	4	AI-Powered Customer Segmentation - Technique: Clustering Algorithms (K-Means & DBSCAN). - Applications: Clustering HCPs by prescription volume and digital engagement behavior. Micro-segmentation: Integrating EHR signals to create "segments of one." Dynamic Re-segmentation: Automating segment shifts (e.g., a patient moving from "Awareness" to "Chronic Management").	CO 2 CO4	BL2: Understand BL3: Apply BL4: Analyse
4	4	The New STP (Segmentation, Targeting, Positioning) - Technique: Sentiment Analysis & Propensity Scoring. - Applications: Predictive Targeting: Using "Look-alike Modeling" to find HCPs who mirror high-performing advocates. Contextual Positioning: Using NLP to adjust brand messaging based on physician sentiment on social platforms. Positioning Maps 2.0: AI-generated perceptual maps based on real-time patient reviews.	CO 2 CO 3 CO5	BL3: Apply BL4: Analyse BL5: Evaluate
5	3	Churn Prediction & Patient Retention - Technique: Random Forest & XGBoost (Binary Classification). - Applications: Digital Biomarkers: Identifying signals (e.g., app inactivity) that precede a churn event. Survival Analysis: Estimating "Time-to-Churn" using Cox Proportional Hazards models. Intervention Scoring: Distinguishing between "Saveable" and "Lost" patients.	CO 2 CO 3 CO 6	BL3: Apply BL4: Analyse BL5: Evaluate



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6	3	Next Best Action (NBA) & Activity Orchestration Technique: Markov Decision Processes (MDP) & Reinforcement Learning.	CO 2 CO 3 CO 7	BL3: Apply BL4: Analyse BL5: Evaluate
		Applications: Recommendation Engines: Determining if a sales rep should visit, email, or call. Omnichannel Synchronization: Ensuring the chatbot, SMS, and doctor's portal are aligned.		
8	4	AI Across Marketing Functions - Dynamic Pricing: Real-time revenue management for hospital services. - Programmatic Advertising: Automating media planning and placement. - Sales Forecasting: Using AI for demand planning and supply chain optimization.	CO 2 CO 3 CO 7	BL3: Apply BL4: Analyse BL5: Evaluate
9	4	Ethical, Legal, and Strategic Implications - Trust Economy: Managing data privacy, consent, and consumer trust. - Explainability (XAI): Ensuring AI-driven decisions are transparent to regulators. - Organizational Readiness: Preparing the workforce for AI-integrated operations.	CO 3 CO 4 CO 5	BL3: Apply BL4: Analyse BL5: Evaluate

Note: Please enter appropriate BL levels against each unit in the above table. The Bloom's Taxonomy Levels are as follows:

BL1: Remember

BL2: Understand

BL3: Apply

BL4: Analyse

BL5: Evaluate

BL6: Create

8. Course Policies

This course abides by the University's policies that can be found in the Student Handbook. Please note the following:

Attendance: Students are required to maintain a minimum attendance of 75% to be eligible to appear in the End-Term Examination of the course. Please refer to the student handbook for further details.

E-Mail: Each student have an e-mail id and a password, provided by University. Students will receive course related information on this email. Students are advised to regularly check this email for updates on the course.

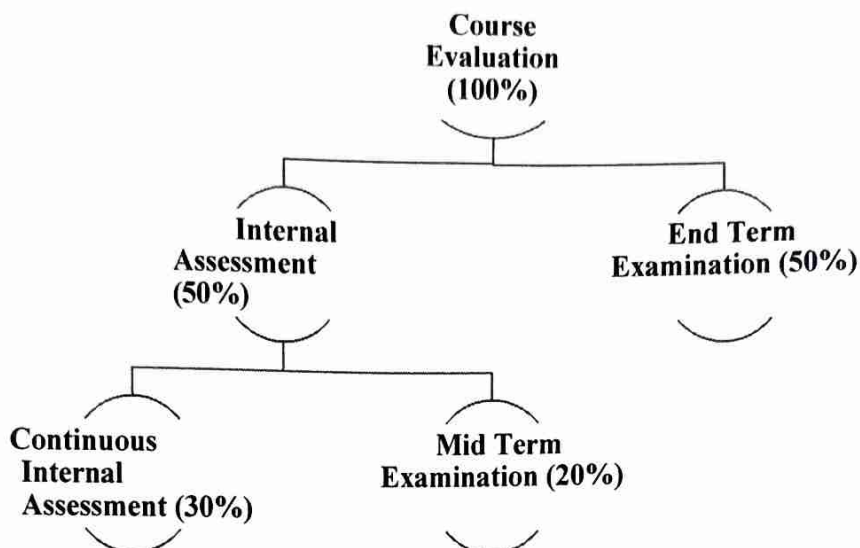
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9. Course Assessment

Students' performance in the course will be evaluated by following two components, with 50% weightage to each component:

1. Internal Assessment (50%)
2. End-Term Examination (50%)



Internal Assessment: The internal assessment will be further divided into two parts, with the weightage given below

1. Continuous Internal Assessment (30%)
2. Mid-Term Examination (20%)

Part 1: Continuous Internal Assessment (CIA): The Continuous Internal Assessment will be of 30 % weightage. The faculty will conduct the Continuous Internal Assessment of the students by using at least two methods of assessment (for 3 credit course), from the methods given below:

1. Home Assignments (Individual / Group)
2. Viva-Voce
3. Case Study
4. Review Paper
5. Group Work
6. Presentations
7. Model Development Role-Play
8. Rapid Fire Questions
9. Quiz
10. Class Assignments (Individual / Group)
11. Posters
12. Class Participation

Part 2: Mid-Term Examination (MTE): The mid-term examination will be of 20 % weightage. The faculty will conduct the mid-term examination of the students during or at the end of the course. It can either be objective type question paper / subjective type question paper or a mix of objective and subjective question paper.

End-Term Examination (ETE): It carries 50 % weightage, covering the full syllabus of the course. The end-term examination will be of maximum 50 marks to be completed in maximum three hours. The end-term examination will be conducted at the end of trimester on scheduled date published by Controller of Examination.

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10.CO and Assessment Alignment Matrix:

S. No.	Activity	CO1	CO2	CO3	CO4	CO5	CO6	CO7
1.	Home Assignments (Individual / Group)	√	√	√	√	√	√	√
2.	Viva-Voce							
3.	Case Study	√	√	√	√	√	√	√
4.	Review Paper							
5.	Group Work		√	√	√	√	√	√
6.	Presentations		√	√	√	√	√	√
7.	Model Development Role-Play							
8.	Rapid Fire Questions							
9.	Quiz							
10.	Class Assignments (Individual / Group)	√	√	√	√	√	√	√
11.	Posters							
12.	Class Participation	√	√	√	√	√	√	√
13.	Mid Term Examination	√	√	√	√			√
14.	End Term Examination	√	√	√	√			√

Note: Please tick the relevant cell to show the respective alignment

Session Plan

Normally, the teaching for each course is scheduled from Monday to Friday (10:00am - 5:00pm). Each day, teaching is divided into four sessions: two before lunch break and two after lunch break. The faculty (instructor) decides how to utilise these sessions.



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Session Plan**Instructor:** Dr. Sudhinder Singh Chowhan

Date (Day), Time	Topic	Reading material page / Cases
02-02-2026 (Monday), 10.00 am-05.00 pm	Contemporary Marketing Issues (The 2030 Context) AI Technologies in Marketing Management	PPTs + Handouts + Case
03-02-2026 (Tuesday), 10.00 am-05.00 pm	AI-Powered Customer Segmentation The New STP (Segmentation, Targeting, Positioning) Churn Prediction & Patient Retention	Dr. Rahul Sharma
04-02-2026 (Wednesday) 10.00 am-01.00 pm	Next Best Action (NBA) & Activity Orchestration	Dr. Rahul Sharma
04-02-2026 (Wednesday) 02.00 pm-05.00 pm	Field Activity Title AI-Driven Marketing Management Challenges On 04-02-2026, post lunch, the student will be in the field. Attendance may be considered present based on the completion of the assigned task and submission of evidence. Each student is required to submit three individual geo-tagged (GPS- enabled) selfies per day, taken with the retailer and the chosen product, as proof of field engagement. Purpose of the Field Activity The activity aims to help students understand how marketing management is changing as organizations move from digital-first to AI-native models. Students will observe real-world practices, identify gaps, and design practical solutions using AI concepts such as segmentation, predictive analytics, next-best-action, and ethical governance.	
05-02-2026 (Thursday), 10.00 am-05.00 pm	Field Activity Objectives By the end of this activity, students will be able to: - Identify real-world marketing management problems arising from AI adoption - Link marketing issues with appropriate AI techniques and tools - Propose structured, ethical, and feasible AI-enabled solutions Develop managerial thinking around AI governance, integration, and readiness	
06-02-2026 (Friday), 10.00 am-05.00 pm	Customer Satisfaction & Sentiment Analytics AI Across Marketing Functions. Ethical, Legal, and Strategic Implications Applied Lab & Case Studies	


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Value Added Course
MBA Batch 2024-26, Second Year (Academic Year - 2025-26)
Feb 02-06, 2026
Student Attendance
VAC-042 Contemporary Issues in Marketing and Emerging Trends in AI

Registration ID	Name	Total Sessions Scheduled	Sessions Attended	Present Percentage
IIHMR-U/01/2024-26/1896	Aditya Mehrotra	20	15	75.00
IIHMR-U/01/2024-26/1906	Anjali Thanvi	20	17	85.00
IIHMR-U/01/2024-26/1909	Anushka Dey Sarkar	20	17	85.00
IIHMR-U/01/2024-26/1918	Avni Reja	20	15	75.00
IIHMR-U/01/2024-26/1923	Balsaraf sayali Anil	20	15	75.00
IIHMR-U/01/2024-26/1934	D Drishika	20	18	90.00
IIHMR-U/01/2024-26/1936	Devanshi Thakur	20	18	90.00
IIHMR-U/01/2024-26/1944	divya rani	20	15	75.00
IIHMR-U/01/2024-26/1945	Diya Prashanth	20	18	90.00
IIHMR-U/01/2024-26/1946	FARHAT YASMIN	20	19	95.00
IIHMR-U/01/2024-26/1949	Gikkala Sanmathi	20	15	75.00
IIHMR-U/01/2024-26/1957	HEMANI BARACH	20	18	90.00
IIHMR-U/01/2024-26/1957	HEMANI BARACH	20	15	75.00
IIHMR-U/01/2024-26/1961	Isha Rajesh Shukla	20	15	75.00
IIHMR-U/01/2024-26/1963	Jagyaseni Ghosh	20	15	75.00
IIHMR-U/01/2024-26/1968	Joshi Chaitali Kedar	20	18	90.00
IIHMR-U/01/2024-26/1973	keerti singh rathore	20	17	85.00
IIHMR-U/01/2024-26/1986	Kuppa SatyaSai Indra Abhiram Sastry	20	15	75.00
IIHMR-U/01/2024-26/1990	Maitri Singh	20	19	95.00
IIHMR-U/01/2024-26/2006	Neha Yadav	20	15	75.00
IIHMR-U/01/2024-26/2009	Nikki Tyagi	20	18	90.00
IIHMR-U/01/2024-26/2020	Pooja .	20	16	80.00
IIHMR-U/01/2024-26/2021	Prabhat Kumar Dwivedi	20	15	75.00
IIHMR-U/01/2024-26/2022	Prachee Katakwar	20	19	95.00
IIHMR-U/01/2024-26/2027	Pragati Patidar	20	15	75.00
IIHMR-U/01/2024-26/2039	Prity Kumari	20	16	80.00
IIHMR-U/01/2024-26/2042	Priyesh Chouhan	20	15	75.00
IIHMR-U/01/2024-26/2065	Sahil yadav	20	15	75.00
IIHMR-U/01/2024-26/2067	Samaresh Ghorami	20	15	75.00
IIHMR-U/01/2024-26/2070	Sarvesh kumar Singh	20	15	75.00
IIHMR-U/01/2024-26/2072	Saurish sanjay gautam	20	17	85.00
IIHMR-U/01/2024-26/2074	Shashtika Bhardwaj	20	15	75.00
IIHMR-U/01/2024-26/2082	Shivansh Kirar	20	18	90.00
IIHMR-U/01/2024-26/2085	Shreshtha Sahu	20	16	80.00
IIHMR-U/01/2024-26/2086	Shreya Kishor Faye	20	18	90.00
IIHMR-U/01/2024-26/2087	Shreya Makkar	20	18	90.00
IIHMR-U/01/2024-26/2098	Srishti .	20	19	95.00
IIHMR-U/01/2024-26/2099	Stuti Bhargava	20	18	90.00
IIHMR-U/01/2024-26/2104	Thorat Buddhbhushan Mukund	20	15	75.00
IIHMR-U/01/2024-26/2105	Tripti Sharma	20	19	95.00

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IIHMR-U/01/2024-26/2116	YOGESH .			
IIHMR-U/02/2024-26/0595	Aastha Misra	20	15	75.00
IIHMR-U/02/2024-26/0596	Abhinav Chaudhary	20	19	95.00
IIHMR-U/02/2024-26/0597	Abhinav Patidar	20	19	95.00
IIHMR-U/02/2024-26/0598	Adhokshaja Haritas	20	15	75.00
IIHMR-U/02/2024-26/0599	Aditi Mishra	20	19	95.00
IIHMR-U/02/2024-26/0600	Aishwarya Agarwal	20	16	80.00
IIHMR-U/02/2024-26/0601	Akshat shrimal	20	19	95.00
IIHMR-U/02/2024-26/0602	Akshita Jaiswal	20	15	75.00
IIHMR-U/02/2024-26/0604	Amarsha Ajay Mahadule	20	16	80.00
IIHMR-U/02/2024-26/0605	Amit Kumar	20	15	75.00
IIHMR-U/02/2024-26/0606	Anand Raj	20	19	95.00
IIHMR-U/02/2024-26/0607	Ankush kumar	20	19	95.00
IIHMR-U/02/2024-26/0608	Anshi Yatinkumar Bulsara	20	19	95.00
IIHMR-U/02/2024-26/0609	Anshula Prashant Chafle	20	15	75.00
IIHMR-U/02/2024-26/0610	Anuja Pradyumna Yerkuntwar	20	19	95.00
IIHMR-U/02/2024-26/0611	Anuradha Dangi	20	19	95.00
IIHMR-U/02/2024-26/0612	Archi Shukla	20	19	95.00
IIHMR-U/02/2024-26/0613	Arpan Ghosh	20	19	95.00
IIHMR-U/02/2024-26/0614	Avantika Subhash Kalaskar	20	15	75.00
IIHMR-U/02/2024-26/0615	Avichal Gupta	20	15	75.00
IIHMR-U/02/2024-26/0616	Avinash Pandey	20	19	95.00
IIHMR-U/02/2024-26/0617	Avinash yadav	20	15	75.00
IIHMR-U/02/2024-26/0618	Ayush Chaturvedi	20	16	80.00
IIHMR-U/02/2024-26/0619	Ayush Chauhan	20	19	95.00
IIHMR-U/02/2024-26/0621	Ayush Payal	20	15	75.00
IIHMR-U/02/2024-26/0622	Badwaik Shruti kishor	20	18	90.00
IIHMR-U/02/2024-26/0623	Ballekari Sai Krishna	20	15	75.00
IIHMR-U/02/2024-26/0625	Baswa Nandini	20	15	75.00
IIHMR-U/02/2024-26/0626	Baviskar Divesh Pravin	20	19	95.00
IIHMR-U/02/2024-26/0627	Benke Prashant Popat	20	20	100.00
IIHMR-U/02/2024-26/0628	Bhadoriya Mohit Netrapal	20	19	95.00
IIHMR-U/02/2024-26/0629	Bhatt Twisha Gaurang Kumar	20	15	75.00
IIHMR-U/02/2024-26/0630	Bhatt Vansh Hiteshkumar	20	19	95.00
IIHMR-U/02/2024-26/0631	Bhavneet Singh	20	15	75.00
IIHMR-U/02/2024-26/0632	Bhumika Patidar	20	15	75.00
IIHMR-U/02/2024-26/0633	Chaudhari Dimpal Nitin	20	19	95.00
IIHMR-U/02/2024-26/0634	Daga Yash Nandkishor	20	19	95.00
IIHMR-U/02/2024-26/0635	Deeksha Gupta	20	15	75.00
IIHMR-U/02/2024-26/0636	Deepanjali kumari	20	19	95.00
IIHMR-U/02/2024-26/0637	Deepanshu Parewa	20	17	85.00
IIHMR-U/02/2024-26/0638	Deore yashodeep Bharat	20	20	100.00
IIHMR-U/02/2024-26/0639	Devangan Bharat Jeevan	20	19	95.00
IIHMR-U/02/2024-26/0640	Devendra Singh Chouhan	20	15	75.00
IIHMR-U/02/2024-26/0641	Janhavi Sanjay Ramteke	20	17	85.00
IIHMR-U/02/2024-26/0642	Divyarup das	20	19	95.00
IIHMR-U/02/2024-26/0643	Drishti Mohaniya	20	15	75.00
IIHMR-U/02/2024-26/0644	Fathima Shahala. M	20	16	80.00

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IIHMR-U/02/2024-26/0645	Gangawal Ruturaj Rajesh	20	20	100.00
IIHMR-U/02/2024-26/0646	Gautam Chitkara	20	15	75.00
IIHMR-U/02/2024-26/0647	Gupta Manjish Arvind	20	19	95.00
IIHMR-U/02/2024-26/0648	Harshal Samadhan Bari	20	15	75.00
IIHMR-U/02/2024-26/0650	Indrale Aniket Eknath	20	15	75.00
IIHMR-U/02/2024-26/0651	Ishank yadav	20	19	95.00
IIHMR-U/02/2024-26/0652	Jagrati Goyal	20	18	90.00
IIHMR-U/02/2024-26/0653	Jahnavi Patidar	20	16	80.00
IIHMR-U/02/2024-26/0654	Janak Sanjay Padole	20	15	75.00
IIHMR-U/02/2024-26/0655	Jatin Saini	20	15	75.00
IIHMR-U/02/2024-26/0657	Juhi Jain	20	18	90.00
IIHMR-U/02/2024-26/0658	Kaneriya Jyot Jayendrabhai	20	15	75.00
IIHMR-U/02/2024-26/0659	Khemvardhan .	20	15	75.00
IIHMR-U/02/2024-26/0661	Krishna Rathod	20	19	95.00
IIHMR-U/02/2024-26/0662	Lathi Roshan Nitin	20	19	95.00
IIHMR-U/02/2024-26/0663	Laxmi Purushottam Punse	20	19	95.00
IIHMR-U/02/2024-26/0665	Manashvi Gangrade	20	19	95.00
IIHMR-U/02/2024-26/0666	Mansi Gaykwad	20	18	90.00
IIHMR-U/02/2024-26/0667	Mansi Gupta	20	15	75.00
IIHMR-U/02/2024-26/0668	Mansi Onkar Mahakalkar	20	19	95.00
IIHMR-U/02/2024-26/0669	Yogansh Khare	20	19	95.00
IIHMR-U/02/2024-26/0670	Muskan Lariya	20	15	75.00
IIHMR-U/02/2024-26/0671	Naman Pathak	20	19	95.00
IIHMR-U/02/2024-26/0672	Namit Kumar	20	19	95.00
IIHMR-U/02/2024-26/0673	Narayan samayajna Nayak	20	15	75.00
IIHMR-U/02/2024-26/0674	Nashine Akash Mukesh	20	15	75.00
IIHMR-U/02/2024-26/0675	Neeraj Kumar Sahu	20	19	95.00
IIHMR-U/02/2024-26/0676	Nikita Panchore	20	19	95.00
IIHMR-U/02/2024-26/0677	Pankaj yogi	20	16	80.00
IIHMR-U/02/2024-26/0678	Paras Gupta	20	15	75.00
IIHMR-U/02/2024-26/0679	Parihar Bhavesh Rajesh	20	15	75.00
IIHMR-U/02/2024-26/0680	Patil Pushkaraj Rajendra	20	16	80.00
IIHMR-U/02/2024-26/0681	Patil Rishikesh Kishor	20	19	95.00
IIHMR-U/02/2024-26/0682	Patil Unmesh Anil	20	19	95.00
IIHMR-U/02/2024-26/0683	Poras kiri	20	17	85.00
IIHMR-U/02/2024-26/0684	priyanka singh	20	18	90.00
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IIHMR-U/02/2024-26/0686	Rahul .	20	20	100.00
IIHMR-U/02/2024-26/0687	Rauneet Kaushik	20	15	75.00
IIHMR-U/02/2024-26/0688	Raval Devam Mayank Kumar	20	20	100.00
IIHMR-U/02/2024-26/0689	Reetik Raj	20	15	75.00
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IIHMR-U/02/2024-26/0691	Rohan Sharma	20	15	75.00
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IIHMR-U/02/2024-26/0693	Saarthak Kumbkarni	20	15	75.00
IIHMR-U/02/2024-26/0694	Sachin Verma	20	15	75.00
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IIHMR-U/02/2024-26/0698	Sanjana Rameshwar Patil	20	19	95.00
IIHMR-U/02/2024-26/0700	Sapkal Kunal Suryakant	20	19	95.00
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IIHMR-U/02/2024-26/0703	Sawant Yash Vijay	20	19	95.00
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IIHMR-U/02/2024-26/0705	Shashank Chauhan	20	15	75.00
IIHMR-U/02/2024-26/0706	Shashikant Mahajan	20	19	95.00
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IIHMR-U/02/2024-26/0708	Shegokar Kshitij Narendra	20	15	75.00
IIHMR-U/02/2024-26/0710	SHIVANSH MEHROTRA	20	19	95.00
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IIHMR-U/02/2024-26/0712	Shubham Sharma	20	15	75.00
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IIHMR-U/02/2024-26/0715	Singh Sweta Sanjaykumar	20	19	95.00
IIHMR-U/02/2024-26/0716	Sonali Singh Tomar	20	15	75.00
IIHMR-U/02/2024-26/0717	Steffi James Anthony	20	19	95.00
IIHMR-U/02/2024-26/0718	Sudhanshu solanki	20	20	100.00
IIHMR-U/02/2024-26/0719	Swarnim Raj	20	19	95.00
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IIHMR-U/02/2024-26/0721	Tanoy Maji	20	19	95.00
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IIHMR-U/10/2024-26/0064	Shreyank Sharma	20	19	95.00
IIHMR-U/10/2024-26/0065	Varsha Vijay	20	15	75.00
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Certification of Completion

This certifies that

Aditya Mehrotra

**Master of Business Administration (Hospital and Health Management)
2024-26**

has successfully completed Value Added Course (VAC) on

Contemporary Issues in Marketing and Emerging Trends in AI

Conducted during **February 2–6, 2026**, accumulating a total of 30 hours
with **Grade A**

Dr. Himadri Sinha
Professor and Coordinator (VAC)

Dr. P.R. Sodani
President

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with Grade A

A handwritten signature in black ink, appearing to read "H. Sinha", written over a horizontal line.

Dr. Himadri Sinha

Professor and Coordinator (VAC)

A handwritten signature in black ink, appearing to read "P.R. Sodani", written over a horizontal line.

Dr. P.R. Sodani

President

Date of issue: February 20, 2026

A handwritten signature in blue ink, appearing to read "J. Singh", written over a horizontal line.

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