



The World Changed.
Management Education Didn't. Until Now!

BUILT FOR THE AI-FIRST DECADE

A 6-month, fully online postgraduate program that fuses core management thinking with hands-on applied AI — built and taught by operators who have shipped real products, run real P&Ls, and scaled real teams.

Build Business & AI
Fluency

Taught by Experienced Industry
Leaders

Industry-Derived, Real-World
Capstones

12 MONTHS · 100% ONLINE · LIVE COHORTS · CAREER SUPPORT INCLUDED

THE OPPORTUNITY

Why Now?

65% of managers say AI skills are critical to staying competitive. Here's what they are actually looking for: people who can thread together business fundamentals, management thinking, and AI to move the needle — not just people who can open a chatbot.

Most professionals are learning AI tools in isolation. They know ChatGPT. What they don't know is when to reach for it, why it matters to their business, their product roadmap, or their team — and that gap is exactly what separates a user of AI from a leader with AI.

The Real Shift

Your peers aren't just 'AI-aware' anymore. They're:

40%

Closing deals faster using AI in the sales cycle

"AI Person"

Getting promoted as the go-to AI person on their team

30%

Cutting operating costs with smart automation

What Employers Are Actually Screening For

AI-augmented decision making

Prompt-literate operators

Cross-functional AI translators

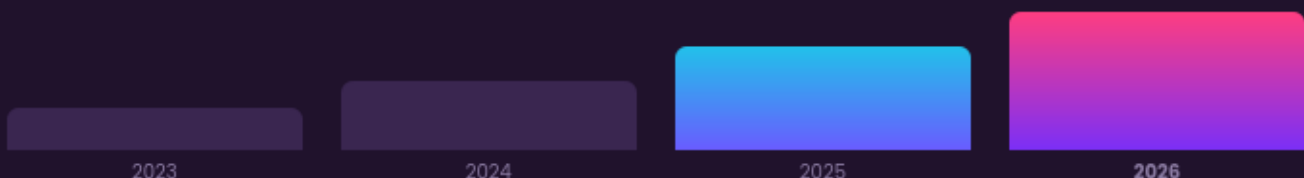
People who ship, not just talk

Meanwhile, everyone else is playing catch-up.

Wait and watch your peers pass you. Or step up and own it before it's too late.

[Evaluate My Readiness →](#)

Illustrative: Employer Demand for AI-Fluent Managers



Directional trend based on the hiring signals cited above — job postings and internal promotions increasingly naming AI fluency as a requirement, not a bonus.

The Gap Is Real

02 THE GAP

AI Isn't Coming for Your Job. Someone Using It Is.

Product Manager

PRE-AI

Spent hours pulling data, guessing at patterns, and writing PRDs from a blank page.

POST-AI

Sees user behaviour surface instantly, gets PRD drafts auto-generated, and pressure-tests ideas through quick simulations.

Marketer

PRE-AI

Relied on intuition, broad audience segments, and slow, manual A/B testing cycles.

POST-AI

Gets intent signals upfront, receives instant creative variations, and watches targeting refine itself live.

Operations Manager

PRE-AI

Found issues only through audits, delivery delays, or customer complaints after the fact.

POST-AI

Sees bottlenecks appear in real time, predicts failures early, and prevents escalations before they surface.

Finance Analyst

PRE-AI

Built monthly forecasts by hand in spreadsheets, reconciling numbers line by line.

POST-AI

Runs AI-assisted scenario models in minutes and spends the saved time on judgment calls that matter.

How ready are you for the big business & AI shift?

Check now with our free profile assessment.

[Evaluate Now →](#)

OUR DIFFERENCE

Why Empowers Academy?

When Tech Natives Teach Business, Things Happen. A Bit Differently.

01

We Teach Business + AI Together (Not Separately)

No program does this quite like we do. Every module — strategy, marketing, operations, finance — is taught with AI embedded from day one, so you learn to apply AI to every decision, in every function, instead of bolting it on afterward.

- AI is woven into every case study, not taught as a standalone elective
- You practice deciding when AI helps and when it doesn't
- Every function — product, growth, ops, finance — gets its own AI playbook

02

We Have the Tech Mastery Other Programs Don't

You're taught by practitioners who have built and scaled products and businesses at leading technology and consulting firms — people who've shipped AI-first products, led data teams, and automated entire functions from the inside.

- Faculty who have owned P&Ls, not just written case studies about them
- Frameworks pressure-tested in real, high-growth companies
- Direct exposure to how AI decisions get made at the leadership table

Traditional Program vs. Empowers Academy

	TRADITIONAL PROGRAM	EMPOWERS ACADEMY
AI & business	Taught as separate electives	Embedded in every module
Faculty	Primarily academic	Practitioners who've shipped it
Assessment	Essays & written exams	Shipped work & live capstones
Format	Fixed campus schedule	100% online, fits your job

This is management education rebuilt from the ground up for an AI-first world.

Why Empowers Academy?

03 WHY US

03

Hands-On, No Theory Theatrics

You don't sit through lectures and write essays. You ship, analyze, build, prototype, and forecast — delivering outputs that look and feel like real work, evaluated the way top companies evaluate their own teams.

- Weekly deliverables: dashboards, PRDs, decks, models — not essays
- Feedback from practitioners who have shipped the same artifacts at scale
- A portfolio of real work you can show in interviews, not just a transcript

04

Mastered Through Solving Industry Challenges

You work on live, industry-style challenges modeled on the companies shaping today's market — from revenue stagnation to activation and retention — using real, messy data sets instead of tidy textbook examples.

- Case scenarios modeled on D2C, SaaS, marketplace and retail businesses
- Real trade-offs: budget limits, conflicting stakeholders, incomplete data
- Structured feedback loops so you improve challenge over challenge

05

Learn Online. Without Career Breaks.

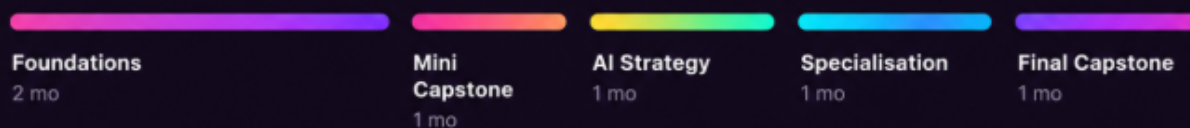
Learn on your schedule. This program fits your life, not the other way around — apply what you learn to what you do at work, immediately, instead of waiting a year to see the payoff.

- Live sessions recorded and available on-demand
- Flexible weekly cadence built for working professionals
- Apply frameworks to your own job in real time, not after graduation

The Journey

04 THE JOURNEY

5 Phases. 6 Months. From Capable to Unstoppable.



1

Management Foundations

PHASE 1 · 4 MONTHS

Build the core business toolkit and foundations to think like a leader — break down complex problems, analyse data, and drive structured decisions across product, growth, finance, and operations.

D

Structured Problem-Solving & Data Fluency

Break down ambiguous business problems, analyse data to extract insights, and build dashboards that drive decisions — covering market research, customer insights, and analytics foundations.

G

Product, Marketing & Growth

Digital transformation, go-to-market strategy, and product lifecycle management, plus growth levers like pricing, retention, funnels, and acquisition across digital and D2C models.

F

Finance & Unit Economics

Business economics, profitability drivers, cost structures, and unit economics — the numbers fluency needed to evaluate any business model and make sound financial calls.

O

Operations & Supply Chain

End-to-end operations mapping, inventory and fulfillment optimization, and the digital infrastructure that keeps businesses consistent at scale — from dark stores to last-mile delivery.

Mini Capstone

1 MONTH

Apply everything end-to-end to solve real business problems by integrating growth, product, and operations, then present CEO-ready strategies with clear trade-offs.

1

Cross-Functional Strategy Integration

Synthesize growth, product, revenue, and operations into cohesive business strategies that address real-world challenges with structured trade-off analysis — the kind of thinking a general manager is judged on.

2

Guided Real-World Projects

Work through end-to-end case scenarios: rebuilding a food-delivery growth engine, scaling a SaaS revenue model, or rearchitecting a retail operator's fulfillment network — with a mentor reviewing your approach at each stage.

3

Industry-Ready Presentations & Decision Frameworks

Develop executive-level communication skills by presenting actionable recommendations with clear rationale, data-backed insights, and prioritized next steps — the format leadership actually expects.

Capstone Projects

- Rebuild a food-delivery platform's growth engine after a plateau in order volume
- Design a scale-up plan for a SaaS company's revenue model ahead of Series C
- Rearchitect a national retailer's fulfillment operations for same-day delivery

AI Foundations + AI Strategy for Leadership

2 MONTHS

Identify high-impact opportunities, design AI strategy, and lead real-world transformation in an AI-first world — from the first prompt to the boardroom pitch.

1

AI Fundamentals & Practical Fluency

Understand how LLMs and modern AI systems actually work, master prompt engineering, and evaluate where AI genuinely helps across marketing, operations, finance, and product — and where it doesn't.

2

AI Strategy & Business Transformation

Build AI strategy frameworks, evaluate build-vs-buy-vs-partner decisions, and prioritize use cases for competitive advantage — the exact judgment calls a Head of AI or CTO is asked to make.

3

AI Governance, Risk & Leadership Readiness

Navigate AI ethics, data privacy, regulatory compliance, and risk management — so the transformation you lead is defensible, not just fast.

Skills You'll Walk Away With

Prompt engineering

AI use-case prioritization

Build vs. buy vs. partner

AI risk & governance

Specialisation Track

CHOOSE 1 · 3 MONTHS

Become functionally elite — build, optimize, and scale real-world systems using AI. Choose one track to master deeply and ship a measurable outcome.

P

Product Track

Master end-to-end product leadership from discovery and UX to AI-native builds, shipping features that solve real user problems and move business metrics.

Discovery & UX

AI-native builds

Roadmap prioritization

Analytics

Growth experimentation

S

Supply Chain & Operations Track

Lead end-to-end supply chain and operations strategy, using AI to build resilient, scalable, and profitable operational systems.

Demand planning

Logistics design

Supplier management

Risk mitigation

AI-driven operations

M

Marketing & Growth Track

Drive customer acquisition, retention, and revenue growth with data-driven campaigns that scale efficiently and deliver measurable ROI.

Segmentation

Performance marketing

CRM

SEO

AI-powered growth loops

Not Sure Which Track Fits?

Your program advisor helps you choose in Week 3 of the Mini Capstone, based on your current role, the skills you already have, and where you want to be in 12 months. You can also sit in on a taster session for each track before committing.

Final Capstone

LIVE PROJECTS · 2 MONTHS

THE JOURNEY

08

Prove it in the real world — design and build an AI-powered business solution end-to-end, solving live company problems with measurable impact.

1

End-to-End Product & AI Strategy

Build AI-native product systems that solve real user problems, design adaptive experiences, and establish metrics and experimentation loops to drive engagement and retention.

2

Growth, Monetisation & AI Optimisation

Design full-funnel AI-powered growth engines that optimize targeting, personalization, and conversion — balancing acquisition cost with lifetime value to scale efficiently.

3

Operations, Supply Chain & AI Systems

Create predictive, AI-driven operations and supply chain systems that forecast demand, optimize inventory and logistics, and improve fulfillment to scale profitably.

4

Cross-Functional AI Implementation

Translate business problems into AI-powered solutions with clear system architecture, KPI frameworks, trade-off analysis, and execution roadmaps that leadership can act on.

Want to take a deeper dive into our curriculum?

[View Full Curriculum →](#)

TECH STACK

The Tools You'll Use



Google Ads



Meta Ads



Growth Tools



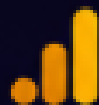
Jasper AI



Notion



Canva



Analytics Suite



ChatGPT



AI Assistant



Tableau



Jira



Miro



Prototyping Suite



Google Sheets



Mixpanel



Web Analytics



CRM



Zoho CRM



SEO Suite



Product Analytics



Session Insights



Email Marketing



Mailship



Cloud AI



Jupiter AI



Facebook Ads



LinkedIn Ads



GitHub



Repository



Slack



Zapier



ActiveCampaign



Monday.com



Airtable



Power BI



Pipedrive



Freshdesk



ClickUp



Asana



HubSpot CRM



Klaviyo



Trello

Note: Specific tools are refreshed each cohort based on what's most impactful at the time of delivery, to keep learning relevant and future-ready.

OUR PEOPLE

Built By People Who Actually Did It

They're not teaching theory. They're sharing what worked — and what didn't — in the real world, on real teams, with real budgets.

Sh

Shipped AI-first Initiatives that moved revenue, not just pilots that sat on a shelf

PL

Run P&Ls at high-growth companies, owning the number, not just the plan

Sc

Scaled teams at global consulting and technology firms across multiple markets

Bd

Built and led data and AI functions from zero to enterprise scale

Designed by operators who've built and scaled real businesses.

12+ yrs

Average operating experience per faculty member

3

Continents worth of company-building experience

8+

Industries covered, from D2C to fintech to SaaS

20+

AI-powered products and features shipped

THE PEOPLE

Created By the Leaders Building Tomorrow

Arjun Kapoor

Program Advisor

Former strategy lead at a global management consultancy; advises early-stage founders on operating models.

**Sana Mehta**

Head of Product & Growth

Ex-product leader at a unicorn consumer marketplace; shipped AI-powered discovery and personalization features.

**Rohit Verma**

Head of Marketing Strategy

Built and scaled performance marketing engines for two D2C brands from launch to category leadership.

**Nisha Prasad**

Head of Business Strategy

Spent a decade in corporate strategy roles, leading market-entry and M&A evaluations for large enterprises.

**Plus a Rotating Bench of Guest Operators**

Every cohort brings in guest leaders from fintech, retail, SaaS and consumer-tech companies for live AMAs and workshop sessions — so the perspective you get stays current with what's actually happening in the market, not just what was true last year.

FACULTY

Instructors

Dr. Varun Iyer

Operations Faculty

Two decades in operations leadership across manufacturing and e-commerce fulfillment networks.

**Priyanka Kulkarni**

Marketing Faculty

Led lifecycle and CRM strategy for a fast-growing fintech app, scaling retention through AI-personalized journeys.

**Aditya Shah**

Product Faculty

Built and shipped AI-native features at a global technology company before turning to teaching product leadership.

**Tara Fernandes**

Strategy Faculty

Corporate strategy and transformation lead who has advised boards on AI adoption roadmaps.

**How Instructors Are Chosen**

Every instructor is screened for two things: they must have personally shipped the outcome they teach, and they must be able to explain it clearly to someone outside their function. Subject expertise alone doesn't make the cut.

RECOGNITION

Empowers Academy Certificate

(Sample Certificate)

CERTIFICATE OF EXCELLENCE



This certificate is proudly awarded to

Alex Morgan

for successfully completing

"Business Analyst and AI Program"

This program focuses on core business strategy, leadership, and applied AI, with hands-on real-world projects and a live final capstone assessed by industry practitioners.

Yashwant

CO-FOUNDER,
EMPOWERS
ACADEMY

Abhishek

CO-FOUNDER,
EMPOWERS
ACADEMY

Certificate ID: EA-2026-004821
Program Completion: December 2026

Every graduate receives a verifiable digital certificate and a shareable credential for LinkedIn and your resume.

What You'll Get

By the time you finish, you're not just 'AI aware'. You're the person in the room who knows where AI fits in the business and how to make it work.

Career Enablement Support

- ✓ AI-powered mock interviews
- ✓ Resume & profile workshops
- ✓ Executive presence sessions
- ✓ Mentorship from experienced leaders
- ✓ Curated peer community
- ✓ Industry mixers & startup connects

Capabilities From Day One

- ✓ Make high-quality decisions using data & AI
- ✓ Lead teams through digital & organisational change
- ✓ Build & scale products, systems and operations
- ✓ Think strategically about markets, growth & competition
- ✓ Communicate with clarity & influence
- ✓ Create value across product, strategy, finance & marketing

Career Pathways Include

- Product Management & Strategy
- Strategy & Business Operations
- Growth & Marketing Leadership
- Program / Project Management
- Commercial & Business Analytics
- Entrepreneurial & Founder Roles

Program Format at a Glance

Live + self-paced

Weekly live sessions, recorded for later

1:1 mentorship

Check-ins at every phase

Peer project pods

Teams of 4-6 for capstones

Practitioner review

Capstones assessed by industry mentors

FIT CHECK

Who This Is For

If you're one of the following, this program is designed for you:

Early–Mid Career Professionals

Working professionals with 2+ years of experience moving into their first management roles.

Mid–Senior Professionals

Experienced professionals stepping into leadership, strategy, and cross-functional ownership.

Startup Founders

Founders building tech-enabled businesses who need AI capabilities baked into how they operate.

Corporate Managers

Managers navigating digital transformation and AI disruption inside larger organizations.

You need to be ambitious, ready to think in terms of business impact, and committed to becoming the AI-native version of yourself.

Eligibility

Open to professionals, entrepreneurs, and graduates who want to master business and AI-enabled decision-making. A bachelor's degree in any discipline is required.

What We Look For Beyond the Resume

Ambition

Ownership mindset

Curiosity about AI

Consistency under pressure

Coachability

For Professionals Who Are Done Playing Small.

RECOGNITION

Demo Certificate

(Sample — issued on completion of the Business Analyst and AI Program)



Every graduate receives a verifiable digital certificate and a shareable credential for LinkedIn and your resume.

ADMISSIONS

How We Pick Our People

Selection Process

01

Shortlist Call

A quick conversation to understand your goals and alignment with the program.

02

Aptitude Test

A brief assessment of your business thinking and analytical sharpness.

03

Interview

A deeper evaluation of your ambition, intent, and readiness to grow.

04

Offer Rollout

If the fit is clear, we extend an invitation to join the cohort.

Great learning comes from great peers. We choose individuals who raise the standard for themselves and for the room.

This Program Is Selective. Here's Why.

A high-calibre cohort accelerates everyone's growth. You rise faster when the room matches your drive.



EMPOWERS ACADEMY

Online Business and AI Program

[Start Your Application →](#)

APPLICATIONS OPEN · LIMITED COHORT SEATS