

**NEW HORIZON COLLEGE OF  
ENGINEERING  
THE DEPARTMENT OF  
MANAGEMENT STUDIES**

**In association with**

**KARNATAKA MANAGEMENT ASSOCIATION (KMA)**

**Workshop  
on  
Artificial Intelligence and Data Science Specialization Orientation**

<b>Title</b>	<b>“ARTIFICIAL INTELLIGENCE &amp; DATA SCIENCE SPECIALIZATION ORIENTATION”</b>
<b>Department</b>	The Department of Management Studies
<b>Date</b>	19.06.2025
<b>Time</b>	10.00 A.M – 12.00 P.M
<b>Speaker Name</b>	Dr. Purnajit Chatterjee Strategic Management Consultant, Educator, Incubator, Mentor Vice President at Karnataka Management Association
<b>Brief Description</b>	<p>The Department of Management Studies organized an enlightening session on <i>Artificial Intelligence and Data Science Specialization</i> on June 19<sup>th</sup>, 2025, led by the distinguished Dr. Purnajit Chatterjee. Far more than a mere overview, the session offered a comprehensive exploration into how AI is reshaping our world and unlocking countless new opportunities.</p> <p>Dr. Chatterjee began by walking us through the remarkable evolution of technology, laying a solid foundation for understanding the rise of artificial intelligence. He emphasized how AI is rapidly becoming a transformative force across various sectors, fundamentally altering how we work, live, and interact.</p> <p>One of the core messages of the seminar was the widespread and seamless integration of AI across industries. From healthcare and banking to retail and entertainment, Dr. Chatterjee illustrated how AI is enhancing operations and delivering real-world value. He shared compelling demonstrations that showcased AI’s versatility and the tangible benefits it brings to businesses and consumers alike.</p> <p>A highlight of the event was a fascinating case study on Netflix, which illustrated how the streaming giant leverages AI in its operations. Dr. Chatterjee explained how AI algorithms are used to improve streaming quality and provide personalized content recommendations, thereby enhancing user experience. Dr. Chatterjee's talk was not only informative but also deeply inspiring.</p>

## Images



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