



Name: Balwant Kaur Uppal

Designation: Assistant Professor

Qualification: MBA (HR&DGM), MBA (Analytics), HBR, MIT, Yale.

Academic experience: 2+ years

Industry Experience: 6.5+ years

1. Brief About Me

A dynamic professional with a strong foundation in **Data Sciences, Artificial Intelligence (AI), HR, and Marketing**, combining academic excellence with industry, teaching, and freelancing experience. Recognized as a **corporate trainer, academician, consultant, and AI-driven strategist**, with proven expertise in **AI for Business, Prompt Engineering, and Social Media Analytics**. A two-time **TEDx speaker**, corporate trainer, and delegate at international forums.

2. Qualification

- **Pursuing Ph.D.** (Data Sciences & Analytics – Core: **Social Media Analytics with AI Applications**) – **Jain CMS B-School**.
 - **MBA – Data Sciences & Analytics** (Scholarship holder, perfect score) – **Jain Deemed-to-be University**, 2023.
 - **MBA – HR & Marketing** (Dr. MRD Award winner) – **PES University**, 2023.
 - **Technical AI Programs:**
 - **Massachusetts Institute of Technology – Business AI & Analytics** (2026)
 - **Yale University – AI Prompt Engineering, Business AI & Automation** (2025)
 - **Harvard Business School – Leadership & HR Analytics** (2022)
 - **B.Com (Finance)** – Christ Academy Institute for Advanced Studies, 2021.
 - Additional certifications in AI, Blockchain, IoT, and Digital Marketing.
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3. Industry & Freelancing Experience

- **Henry Harvin Education** – Head Trainer & Board Advisor (Data Analytics, HR, Digital Marketing, **AI Applications**).
 - **St. Francis Degree College** – Assistant Professor (Data Analytics, HR, Digital Marketing, **AI in Business**).
 - **Freelancer (2018–Present)** – Digital marketing & **AI-led branding consultant**; achieved 17M+ views, 100K+ impressions.
 - **Corporate HR Roles** – Senior HR Consultant & Generalist in HR Tech, Analytics, and Workforce Management.
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4. Specialisation

- **Artificial Intelligence in Business & HR**
 - **AI Prompt Engineering & Automation**
 - **Data Sciences & Social Media Analytics**
 - **Digital Marketing & Corporate Branding**
 - **HR Analytics, Workforce Planning, and Leadership Training**
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5. Subjects Taught

- Artificial Intelligence Applications in Business & HR
 - Data Analytics & Visualization
 - Digital Marketing & Social Media Marketing
 - Human Resource Management & HR Analytics
 - Business Communications
 - Research Methods
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6. Areas of Interest

- Artificial Intelligence & Prompt Engineering
 - Business AI & Automation
 - Data Sciences & Analytics
 - Social Media Branding & Marketing
 - HR Analytics & Workforce Technologies
 - Corporate Training, Research & Consulting
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7. Participation in & Conducted FDP/MDP

- **Faculty Development Programs (FDPs)** – Participated in 15 sessions and Delivered sessions on **AI in Business, AI Prompt Engineering & Automation, Data Analytics, and Digital Marketing**.

- **Management Development Programs (MDPs)** – Corporate training in **AI-driven HR Analytics, Business Communications, and Leadership Skills**.
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8. Conducted Webinars & Seminars

- Webinars on **AI in HR, AI Prompt Engineering, Data Analytics, and Digital Marketing**.
 - **TEDx Talks (2×)** – Motivation & Mental Health.
 - Research presentations at AI & analytics-focused industry conferences.
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9. Achievements

- **Business AI Specialist** with certifications from MIT, Yale, LinkedIn Learning, and ISB.
 - **2× TEDx Speaker** – mental health & motivation.
 - **ISTD Certified Trainer** – Indian Society for Training & Development.
 - **Delegate** – HPAIR (Harvard College Project for Asian and International Relations, 2022).
 - **112M+ revenue impact** through AI-driven branding & marketing campaigns for 38+ clients.
 - **PGCET State Exams Rank Holder (190th, 2021)**.
 - Recipient of **Dr. MRD Award** & multiple scholarships.
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10. Certification Courses

- AI Prompt Engineering – Yale University
 - Business AI & Analytics – MIT
 - Artificial Intelligence – LinkedIn Learning
 - Blockchain Fundamentals – LinkedIn Learning
 - Internet of Things – LinkedIn Learning
 - Data Visualization using Power BI – LinkedIn Learning
 - Digital Transformations – Indian School of Business
 - Leadership & Teamwork – University of Illinois
 - English for Career Development – University of Pennsylvania
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11. Practical & Technical Skills

- **AI & Data:** AI Prompt Engineering, Business AI Applications, Python, SQL, IBM SPSS, JMP SAS
- **Data Visualization:** Tableau, Power BI, Advanced Excel

- **HR Tech:** Workday, Oracle HCM
- **Digital Marketing:** SEO, Social Media Strategy, Content Creation, Branding
- **Corporate Skills:** Research, Training, AI-led Consulting, Leadership Development