

VISWANATH ANANTH

ACADEMICIAN | SUBJECT MATTER EXPERT | COURSE CURRICULUM DEVELOPER

Coimbatore | +91 9944817842 | viswanathananth@gmail.com

LinkedIn: <https://www.linkedin.com/in/viswanathananth555/>

ORCID: <https://orcid.org/0009-0000-1755-4833>

Profile

I have 10+ Years of experience running a Startup and training 10,000+ Students (online and offline) from K-12 to MBA professionals in Business management courses. I have created course curricula for more than 22 universities and served as a Subject Matter Expert for different publishing companies. With a specialization in Operations, I have handled all business functions. I am an AI enthusiast passionate about socially impactful startups and have completed 600+ hours of AI training via Remotasks and Chegg.

Work Experience

Dean - Research and Development | Aimer Business School | Feb 2025 – Present

Working as the Dean of Aimer Business School

Creating India's first Under Graduate Business-Integrated Program. The project is aimed at students who have completed their 12th. It is a 3 year course with a blend of BBA and MBA. The main outcome is to create startup owners and leaders. I created a KPI matrix for the students so this can be attached with the resume instead of regular marksheets. Implemented big data-driven analytics to evaluate and optimize student performance metrics and curriculum effectiveness. Another course for women with career breaks is also being designed under my leadership. I ensure the subjects include 75% experiential learning and the curriculum follows Bloom's Taxonomy. The electives include Entrepreneurship, Sales and Marketing, Digital marketing, HR and Business Analytics.

Subject Matter Expert (Freelance) | Academician | Jan 2024 – Present

Managed a team of 70 Instructional Designers and validated educational content. Handled subjects related to entrepreneurship, management, marketing, and communication.

The project was to design curriculum for Pearson's CTE courses aimed at Students of Higher Grade. 14 courses were designed and the topics were Entrepreneurship, Finance, Marketing, Strategic Management and Data for Decision-making. All the courses were aligned towards ESBS standards. Each Module consisted of a 15 minute video, quiz, project and assessment.

Research Scholar and Adjunct Faculty | PSG Institute of Management | Jan 2018 – Present

Trained MBA students who studied in PSG, Toledo University and State University of New York in the campus. The subjects handled were: Creativity and Innovation, How to become a C-Suite Leader, Entrepreneurial Mindset, Market Research and Startup Leadership. I also led the students in the entrepreneurship cell to launch their product/service in the market. I designed their Research, GTM Strategies and Review/Reiteration of their campaigns.

Helped in the creation of Performance Management system inside the campus and increased the efficiency of the staff by 15%.

Published two Scopus journals and two book chapters.

Led workshops and seminars to foster a research-focused academic culture.

Trained students on how to write an effective case study.

Supervised student projects and academic performance.

Subject Matter Expert | E2D Pvt. Ltd. | Jan 2021 – Present

Worked as curriculum and course developer for clients like Hurix, University of Maryland, Pearson and Arizona University

Created Courses, curriculum, assessments, KRA/KPI and Rubrics for more than 100 courses related to Artificial Intelligence, Business Management, Strategy and Project Management. I also developed data-driven business management courses integrating real-world big data use cases. The courses designed for K-12 and Under Graduate students. All the courses were aligned with ESB standards. Modules, Assessments, grading system, quizzes and rubrics were designed.

Curriculum Developer | Careerera | Feb 2023 – Jan 2025

Developed curriculum for 25 subjects for different universities and self-study certification courses.

These are online degree courses targeting Under Graduate, Post Graduate and Doctoral Candidates. Subjects include AI, Project Management, Decision Making for CXO, Strategic Management and Project Management. The degrees included BBA, MBA, DBA and PhD.

RHLF | Soul AI | Feb 2023 – 2024

Worked as AI Annotator and Human Expert for the AI content at Soul AI in the field of Economics, Business Management and Analytics. This project was designed for students of both Under Graduation and Post Graduation of premier institutions like IIT, BHU etc.. The project was designed in need of the institution. Artificial Intelligence tools tends to give more irrelevant content when a prompt is designed. The machine had to be trained to share relevant information for the prompt. The machine was fine-tuned to align its response process in accordance with the prompt given by the user. The subjects focused were Economics, Strategic Management, Family Business, SHRM, Marketing Management,

International Business, Negotiations and Supply chain management. Another major function was processing large datasets to enhance AI models for business management applications.

Subject Matter Expert (Freelance) | Chegg | Jan 2018 – 2023

SME for Operations Papers at Chegg with Average Score of 4.85/5. Chegg is a doubt-solving website for School students of higher grades, Under Graduation and Post Graduation. The students post questions on the website and the response should be in a 4-step format. 900 questions were answered in a month on an average basis.

Proprietor | Viswa and Co | June 2013 – Present

I have trained students in both Under Graduation and Post Graduation on Management and Commerce courses. I have designed courses for women in career-breaks, Intrapreneurship, Entrepreneurship and Business Management. I have been a startup consultant for 15 startups in Coimbatore and Bangalore. I have designed their SOP'S, Workflow Management, GTM Strategy and product launch. I have trained students on UGC-NET (Management) (National-Level Assistant Professor and Junior Research Fellowship Examination), CUET (Common University Entrance Test for Under Graduation Students), SET (State Level Assistant Professor Eligibility Examination) and CAT/MAT/XAT/TANCET (National Level entrance examinations for MBA/PGDM Aspirants). I have trained students on current affairs for UPSC Civil Services Examination (Entrance for Civil Services Aspirants). I have volunteered and still continue to be an advisor to train Tamilnadu Police Department officers at Coimbatore City Region (Constables to Assistant Commissioner) on Strategic Thinking, HRM, Worklife Balance, Stress management and Decision Making. Created 100+ low-plagiarism business courses and business SOPs for startups and Ed-tech companies.

Education

Professional Certificate Programme in Advanced Strategic Management | IIM Kozhikode | 2025-2026

Ph.D. | PSG Institute of Management | 2018 – 2026 (Expected)

MBA | Amrita School of Business | 2011 – 2013 | CGPA: 7.07

B.Com | PSG College of Arts and Science | 2008 – 2011 | CGPA: 7.3

Publications

Utilizing Digital Twins for Predictive Modelling in Manufacturing Cyber-Physical Systems.
Springer Apr 22, 2025

Artificial Intelligence in Influencer Marketing AI-Powered Influencer Marketing
Shanlax Publications Feb 1, 2025

How Artificial Intelligence and Generative AI Is Revolutionizing the Fashion Industry
IGI Global Scientific Publishing Jan 31, 2025

Certifications

Certified ChatGPT Expert | Blockchain Council

Six Sigma Green Belt | American Society for Quality

Asana Project Management | Great Learning

Skills

Project Management, Curriculum Development, AI Humanizing, Time Management, Leadership, Content Creation, Critical Thinking, Skill Development.

Languages

English (Fluent), Tamil (Fluent), Malayalam (Intermediate), Hindi (Basic) and French (Basic)

Achievements

Served as President and Joint Secretary of Rotaract Club of PSGCAS

Received awards: Outstanding Community Service, PR Services, Outstanding President, Gem of Rotaract District 3201

District Topper in Economics and Third in Accountancy