



Executive Certificate Program in
**ARTIFICIAL INTELLIGENCE
& MACHINE LEARNING**

From SPJIMR | Batch - 2

PROGRAM OVERVIEW

Master Artificial Intelligence & Machine Learning To Decode Data

According to research and advisory firm Gartner

- ▶ 75% of all registered Indian companies have invested or are going to invest in Artificial Intelligence, Machine Learning and Data Science
- ▶ AI will create 2.3 million Machine Learning jobs by 2020

The future of business industry is visualized as a combination of refined machines and adaptive software. This has hailed concepts like Artificial Intelligence (AI) and Machine Learning (ML) to enable a business attain rapid success.

This Artificial Intelligence & Machine Learning program is most suitable for business/functional professionals who are seeking to understand the domain of AI and ML and explore how structured knowledge in this area can contribute productively to business objectives. In-depth learning of R or Python will not be part of this program, although some exposure with respect to Machine Learning will be provided.

During the program, participants will be exposed to cloud based Machine Learning tool as well as own computer based machine learning tools. Participants will understand initial Machine Learning concepts using a cloud based graphical tool (Microsoft Azure), and thereafter using two other visual programming tools that can be downloaded on individual systems.

Program Objectives

At the completion of this program, a participant must be able to:

- ▶ Learn concepts behind Artificial Intelligence and Machine Learning
- ▶ Know the algorithms and their usage in solving business problems
- ▶ Recognize their impact on various functions in businesses

BENEFITS



Opportunity to earn Certificate of Completion from SPJIMR.



Acquaint yourself with trending domains like Machine Learning, Deep Learning, etc.



Get first hand exposure to tools like R, Python, Weka etc.



Introduction to advance concepts like RPA and Bots



Hands-on practice of concepts learnt through working on examples and datasets



Lectures imparted by top faculty & industry experts

SYLLABUS

1. Artificial Intelligence

- Concepts, Principles
- Evolution
- Cognitive Computing

2. Machine Learning

- Introduction, Concepts
- Relation with AI
- Processes & their significance

3. Supervised Learning Algorithms

- Basics
- Introduction to some algorithms
- Usage
- Evaluating Models
- Metrics
- Choosing Algorithms

4. Pre-Processing

- Concepts
- Feature Selection
- Feature Extraction

5. Unsupervised Learning

- Clustering
- Recommender Systems

6. Exposure to Python in ML

- Use of Jupyter Notebook
- Simple Python Code

7. Deep Learning

- Concepts and Usage
- Neural Networks
- Using Pre-trained Models

8. Visual Programming with Orange

- Use of Widgets

9. Weka

- Facilities
- Data Pre-processing
- Classification, Regression
- Clustering

10. Exposure to ML in R

- Use of R in ML
- Libraries and their Usage

11. RPA (Robotic Process Automation)

- Building applications
- RPI

12. BOTS

- Developing a Bot
- Building intelligence in Bot

WHO SHOULD ATTEND

Department & Business Heads

- Who need first-hand knowledge of areas like AI and ML to understand and stay abreast with analytics

Senior Leaders

- Who depend on inferences from analyzing complex chunks of data for effective decision making

Business & Marketing Managers

- Who rely on information from large data, seek structured knowledge & leverage data to predict market trends

Working Professionals & Executives

- Seeking to understand these upcoming domains better and explore related career options

ELIGIBILITY

Education

- **For Indian Participants** - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline
- **For International Participants** - Graduation or equivalent degree from any recognized University or Institution in their respective country

Work-Experience

- Minimum of **4 years** of work experience

PREREQUISITES

- Participants need to have at least 4 GB RAM PC/Laptop with i5 processor
- Ability to seamlessly install and run Windows based applications will be required (most software run on Windows systems)
- Off class access to reasonable internet bandwidth and readiness to do hands-on exercises on own laptop/desktop
- Prior coding/programming is not a prerequisite, although exposure will be useful
- Participants will need to download software as may be required. Necessary information will be sent to participants closer to commencement date

FACULTY



Dr. Anil Vaidya

Prof. - Area Head - Information Management (2011 to Present)
Doctorate (University of Bradford, UK), MBA
(University of Akron, USA)

Dr. Anil Vaidya is Professor of Information Management, also holds responsibility as Area Head of 'Information Management' at S. P. Jain Institute of Management & Research (SPJIMR), Mumbai. He has been with SPJIMR since January 2011. Prior to joining SPJIMR he was industry practitioner for 33 years, in CIO roles in MNCs such as Philips, Rhone-Poulenc and Parke-Davis. In Philips he progressed from Country role, as Sr. Director IT, to Cluster Director role to Asia-Pacific role to Global role was based in Eindhoven, Netherlands, in Philips IT HQ for 3 years.

Post industry career, past 8 years Dr. Vaidya has been a full time Academician, one year with Symbiosis, Pune as Director of SCIT, and after that in Mumbai with SPJIMR since 2011. Earlier he has taught for Mumbai University MMS, MMM, MFM, MIM programs at NMIMS and JBIMS as visiting faculty for 20 years.

Academically, Dr. Vaidya graduated as Doctor of Business Administration from University of Bradford, UK, in 2011. He did his MBA from University of Akron, Ohio, USA, in 1982. He has his bachelor degrees from University of Mumbai; B.Sc. (Mumbai, 1972), B. Sc. (Tech) (Mumbai, 1975). Recently he completed his LLB from University of Mumbai (2013-2016) to consolidate his law base in Cyberlaws. Dr. Vaidya also holds global certifications from ISACA viz. CISA and CISM. He is also certified as ITSM.

PEDAGOGY

The primary method of instruction will be through a combination of LIVE and recorded lectures that will be beamed online via internet to student desktops/laptops or classrooms. The lectures will be delivered by multiple eminent faculty from SPJIMR as well as Guest speakers from the industry. The approach to pedagogy combines live lectures, application exercises with hands-on practice for some sessions and instrumented feedback with a strong emphasis on concepts and theory.

All enrolled students will also be provided access to SLIQ, Talentedge's Cloud Campus, through which students may access other learning aids, reference materials and assessments, case studies, projects and assignments as appropriate. Throughout the duration of the program, students will have the flexibility to reach out to the Professors, real time during the Live classes or offline via SLIQ to raise questions and clear their doubts.

ASSESSMENT & CERTIFICATION

A minimum of 70% attendance to the LIVE lectures is a prerequisite for the successful completion of this program. There are periodic evaluations built in throughout the duration of the program. These may be in the form of a quiz, assignment, project, case studies or other objective/subjective assessments. The evaluations are designed to ensure continuous participant engagement with the program and encourage learning. Participants who successfully complete the same along with the requisite attendance criteria, will be awarded a certificate of completion by SPJIMR. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a participation certificate by SPJIMR.

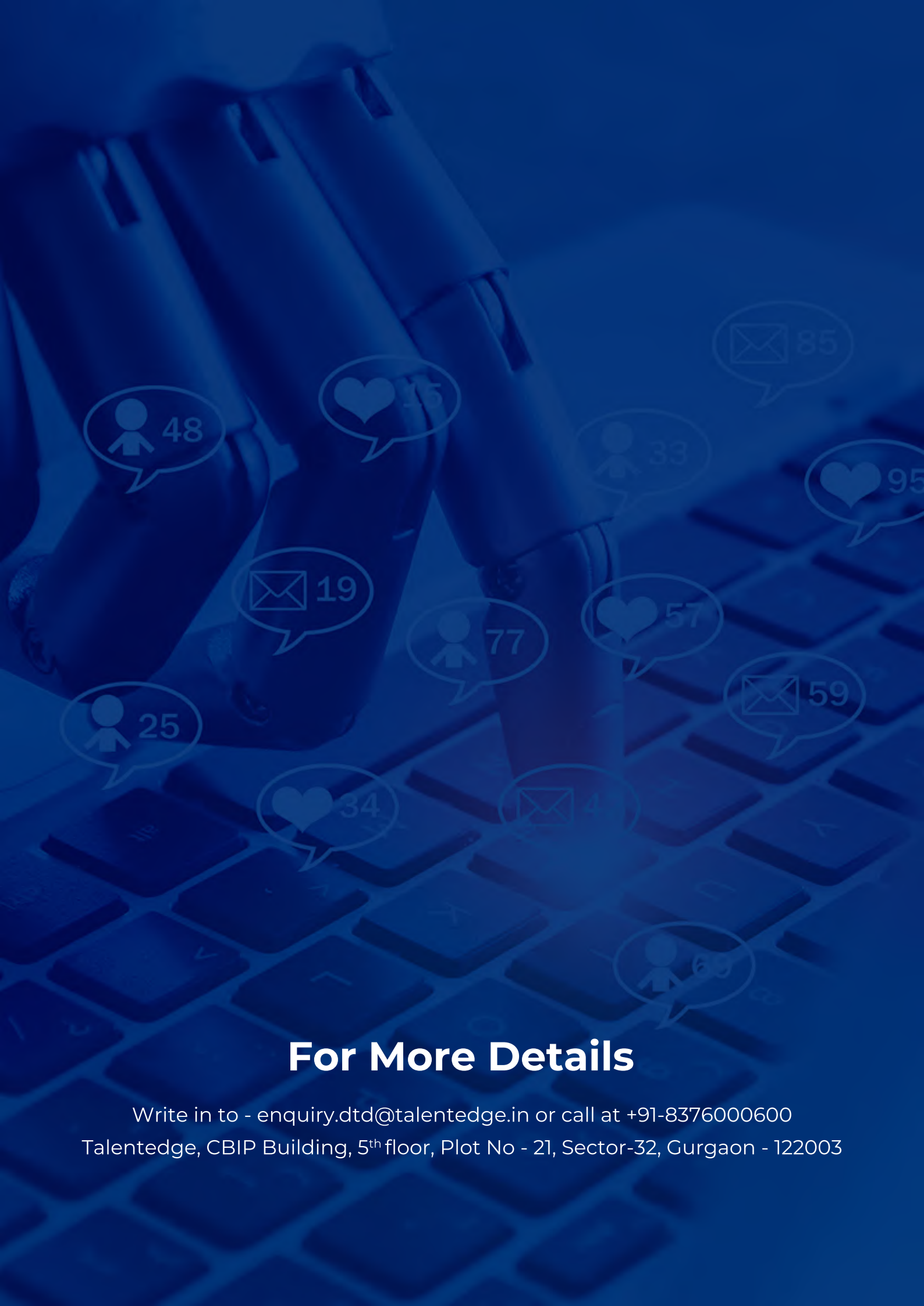
PROGRAM DETAILS

- Program Commencement: **08 February 2020**
- Schedule of Classes: **3 hours every 2nd and 4th Saturday** from 10.00 am to 1.00 pm IST and every **1st, 3rd, 5th Sunday** from 10.00 am to 1.00 pm IST.
- Duration: **6 Months**
- For Indian Participants: **INR 65,000 + GST**
- For International Participants: **USD 1500**

Instalment options available

HOW TO APPLY

For admissions, students can register at www.talentedge.com



For More Details

Write in to - enquiry.dtd@talentedge.in or call at +91-8376000600

Talentedge, CBIP Building, 5th floor, Plot No - 21, Sector-32, Gurgaon - 122003