



सत्यमेव जयते

Department of Science & Technology
Government of India



iHUB DivyaSampark

ET Masterclass

From the Economic Times



Executive Certificate Program in

AI STRATEGY FOR LEADERS

ET THE ECONOMIC TIMES

OVERVIEW

The Executive Certificate Program in AI Strategy for Leaders by iHub DivyaSampark (A joint initiative of Department of Science & Technology, Government of India and IIT Roorkee Under National Mission on Interdisciplinary Cyber-Physical System) is designed to provide you with a one-of-a-kind learning journey to explore the effects, applications and opportunities of Artificial Intelligence in private, public and third party domains. You will learn how to decide when to pursue new, borderline technologies and consider options on how to use them to maximize organizational benefits.

Since the program is more strategy oriented, no coding experience is required.



Start Date
June 25, 2022



Duration
6 weeks



Course Format
Live Online



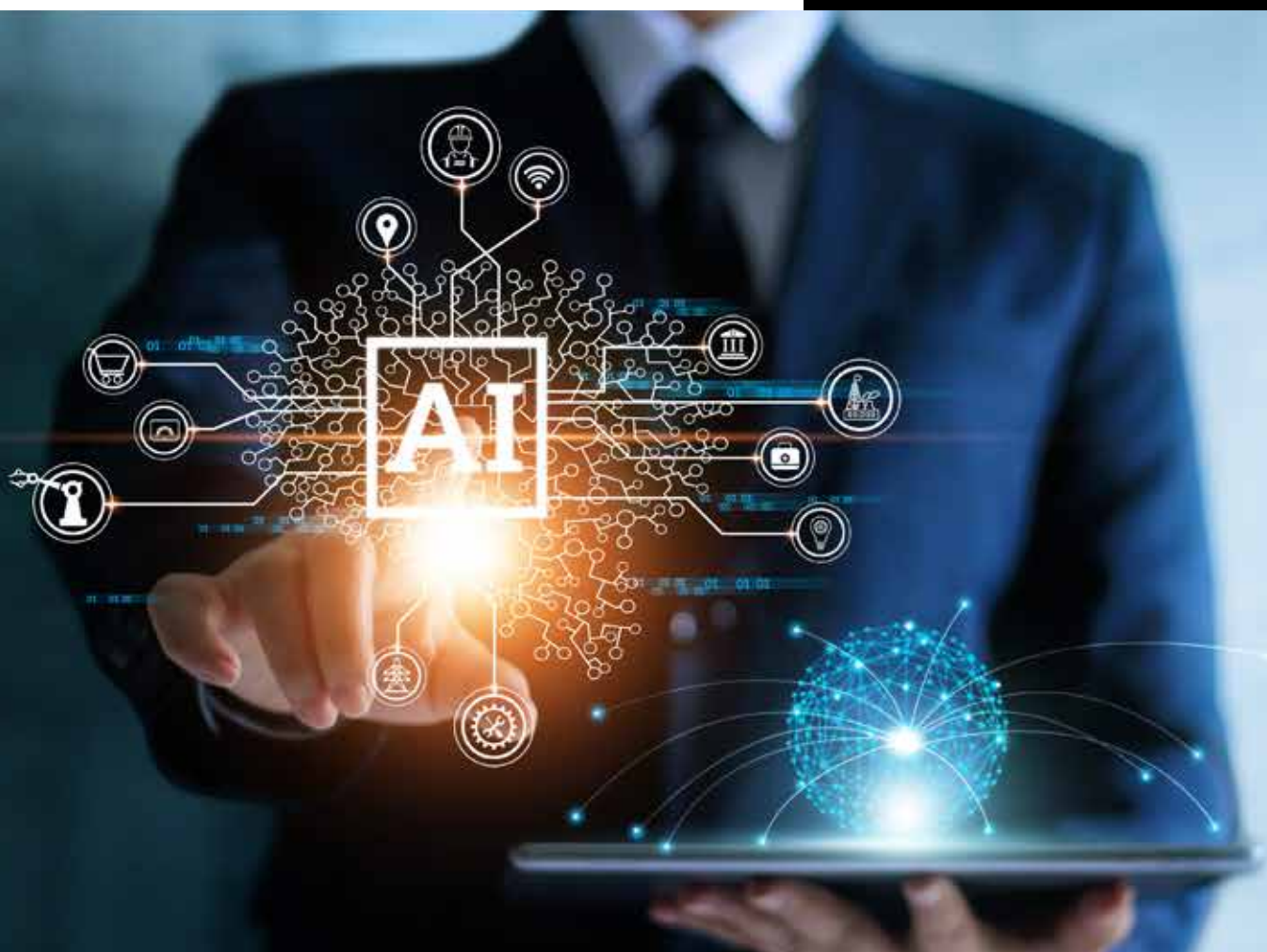
Fees
INR 40,000/- +GST



EMI Options
Starts at Rs. 6,254/month*

**Programme
Application Link**

[CLICK HERE](#)



PROGRAM HIGHLIGHTS



6 weeks



Live interactive classes



Learning from the experiences
of experts from all spheres -
Academic and Industry Gurus



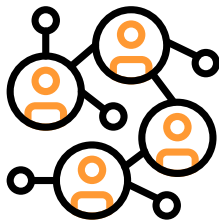
8 Industry-oriented
Modules



Interact with CXOs and business
leaders who are experts in EV strategy



Business problem solving
scenarios using case studies



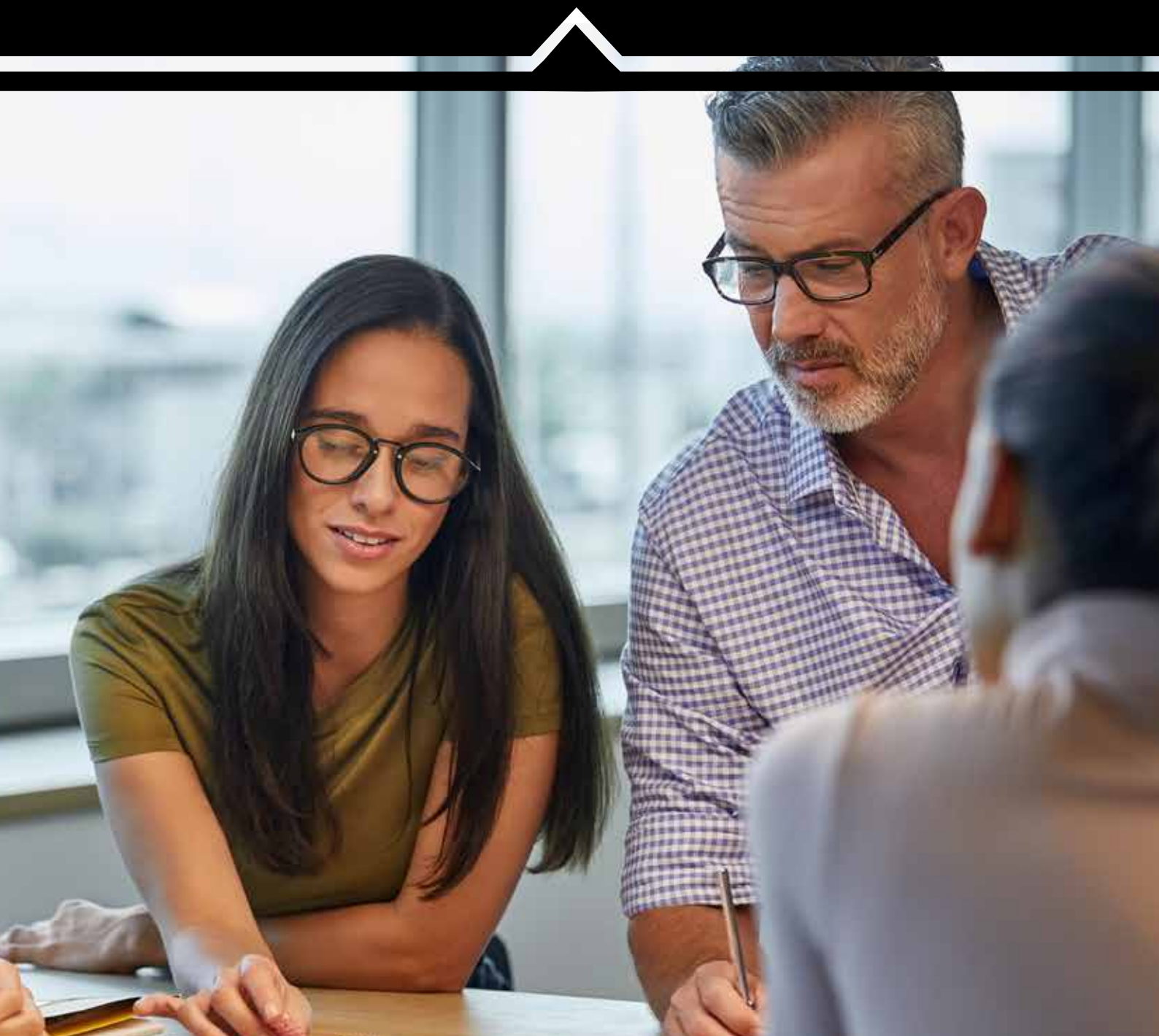
Expand Your
Professional Network
with Experienced Peers



Executive Certificate from
iHub DivyaSampark and Department
of Science and Technology (GOI)

WHO IS THIS PROGRAM FOR?

- C-level executives, division presidents, and vice presidents tasked with leading AI initiatives for their organization
- Senior managers and executives charged with advancing the organization's transformation initiatives using or planning on using AI and Data Strategy
- Functional leaders looking to understand implications of AI on specific business functions and industries
- Senior Management Consultants & IT Consultants who advise clients on digital transformation, business excellence, and operational transformation



LEARNING OUTCOMES

By the end of this course, you will be able to:

Build a practical foundation for artificial intelligence (AI) and its business applications, which equip you with the knowledge and confidence you need to transform your organization into a new, innovative, and sustainable company of the future.

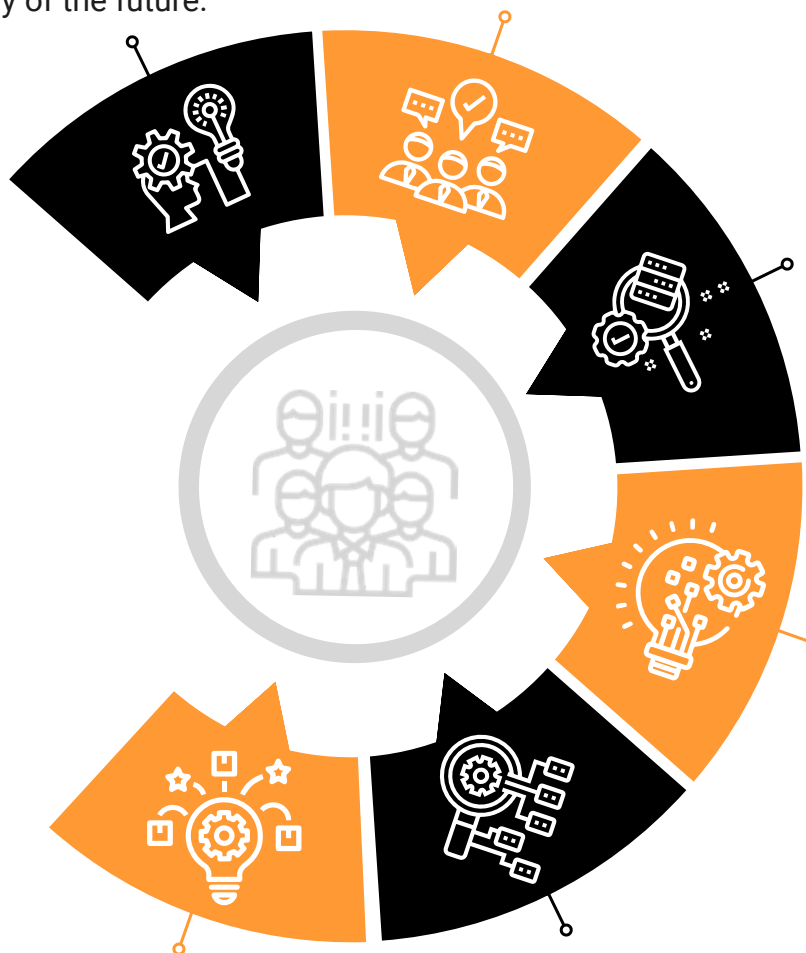
Develop the ability to lead informed, strategic decisions and enhance business operations by integrating key AI management and leadership knowledge into the way your organization operates.

Create a roadmap for the organization to gain the benefits of strategic implementation of Artificial Intelligence and collective intelligence. Craft your AI journey, from strategy and capabilities to execution and organization.

Understand the impact of AI on business and operating models, as well as on strategy development. Discuss companies that revolutionized their business models using artificial intelligence and AI-based ethos

Find innovative and effective solutions that directly impact the market's acceleration and competitiveness and customers' experience and expectations.

Gain a practical introduction to key AI technologies and their business implications you need to know to transform your organization by converting uncertainties regarding AI into impactful opportunities for business growth.



Module 1: The AI Revolution in the Business World

- › AI for Business - Understanding the role of AI, Machine Learning, and Deep Learning in Business
- › AI Fundamentals for Non-Data Scientists
- › Explore the process for framing an AI initiative
- › Key AI technologies and how they have developed to transform industry and business practice.

Module 2: Understanding applications of Machine Learning: Supervised and Unsupervised

- › Supervised machine learning: Basic concepts and applications
- › Supervised machine learning: mapping an input to an output using a labeled training dataset.
- › Discovering patterns or grouping data points using unsupervised machine learning
- › Analyse and cluster unlabeled datasets using Unsupervised machine learning

Module 3: Customer Experience Management using AI

- › Learn how AI is being used to create demand, to enable sales, and to drive customer service
- › Big Data Management : Overview, Infrastructure analysis and Intelligence Extraction
- › Impact of AI in the market and analyzing the challenges
- › Role of AI in the Customer Journey and structuring Customer Experience DNA Framework

Module 4: AI Integration in Business Strategy and Key Business Support Functions

- › Understand how AI can be used to optimize your assets and operating processes to increase agility, reduce operating costs, enhance quality and improve safety
- › Learn how AI is being used to transform key business support functions: Human Resource Management, Financial Management, IT Systems Management and Risk Management, Operations Management
- › Business Applications of Machine Learning
- › How to integrate AIML in your Business Strategy and Business Model

PROGRAM CURRICULUM

Module 5: AI Applications in Select Industries

- › Understanding applications of AI in leading industries - Finance, Automotive and Healthcare, retail and other industries
- › See how various players in the healthcare ecosystem are using AI to improve patient outcomes, reduce healthcare costs, accelerate clinical development and fight healthcare claims fraud
- › Learn about the evolution of Autonomous Vehicles and the Levels of Autonomy
- › AI evolution in Finance for Fraud Detection and its additional applications

Module 6: Using AI as a Tool for Effective Leadership and Strategy

- › AI in Data Visualization and Collective Intelligence
- › AI strategy roadmap using the AI Journey capability maturity model
- › Strategic considerations before AI technology implementation
- › AI-based Business Models - Challenges and Final Transformation

Module 7: The Future of AI - People, Organizations and Society

- › AI-driven Digital Transformation in an Organizational Structure
- › Explore best practices on how to structure AI teams and workforce, manage roles and responsibilities, and govern AI projects to drive responsible and ethical outcomes
- › Learn about the evolution of Autonomous Vehicles and the Levels of Autonomy
- › Future of AI and its potential use for your organization
- › Project Statement

Module 8: Case Studies

- › Healthcare
- › Manufacturing
- › BFSI
- › E- Commerce
- › Retail

PROGRAM FACULTY



Prof. R. Balasubramanian

Professor, Computer Vision (IIT Roorkee)

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Prof, A. Ramesh

Associate Professor, Advanced Data Analytics (IIT Roorkee)

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Prof. Manu K. Gupta

Assistant Professor, Management studies (IIT Roorkee)

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Utpal Chakraborty

Chief Digital Officer, Allied Digital (Former Head of AI Yes Bank)

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Note: Programme Faculty might change due to unavoidable circumstances, and revised details will be provided closer to the programme start date.

ORIENTATION WEEK

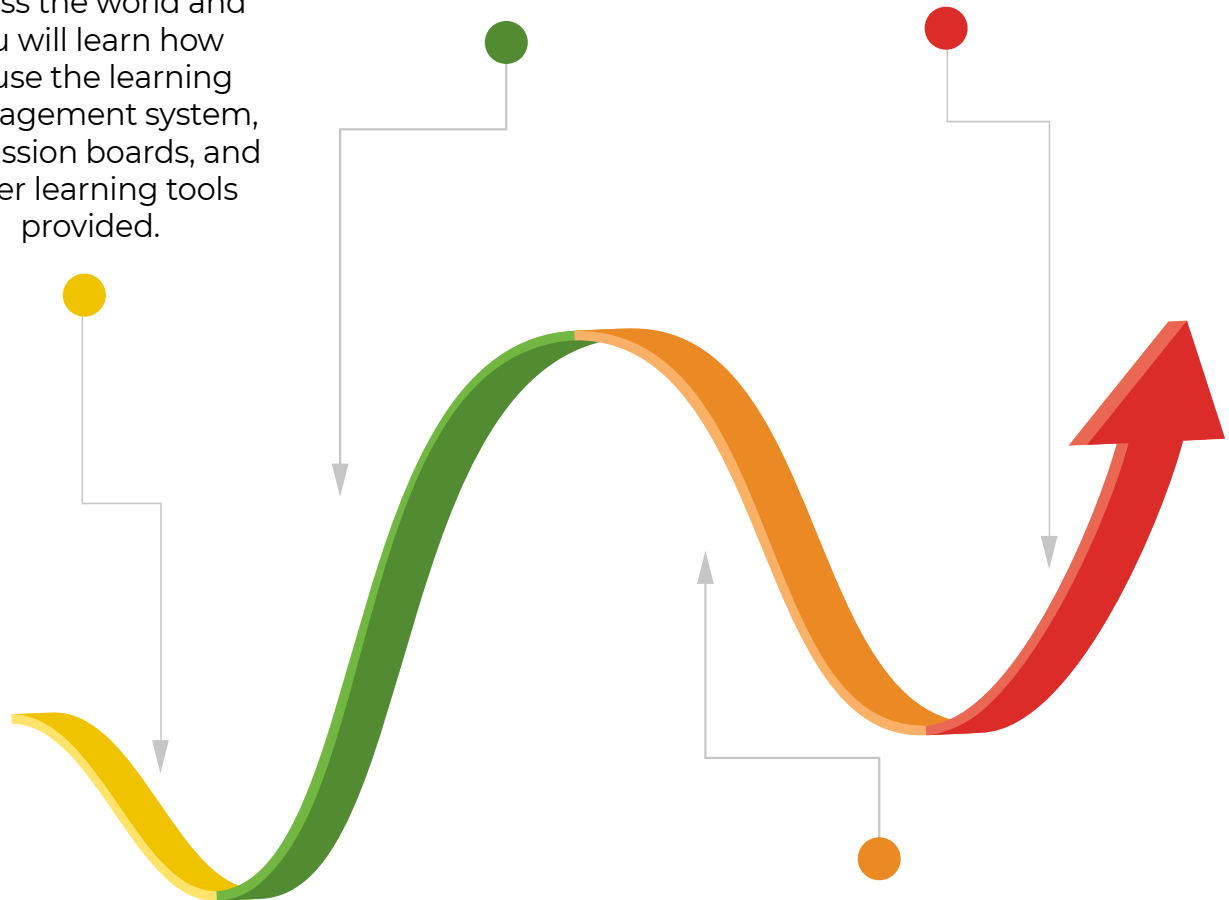
The first week is orientation week. During this week you will be introduced to the other participants in the class from across the world and you will learn how to use the learning management system, discussion boards, and other learning tools provided.

LIVE WEBINARS

During the programme, there are ten live webinars conducted by Prof. Vibhava Srivastava and Prof. Nakul Gupta

CONTINUOUS PROGRAMME ACCESS

You will continue to have access to the programme videos and learning material for up to 15 days from the programme end date.



Q&A SESSIONS

In addition to the live webinars, Course Leaders also conduct Q&A sessions to help participants clarify any questions they may have regarding the programme content.

Learning Journey

MarTech: Revolution 5.0 Program is spread over 6 weeks and consists of Live interactive sessions, Case Studies and Discussions.

CERTIFICATE



Upon successful completion of the programme, participants will be awarded a certificate by iHub DivyaSampark and Department of Science and Technology (GOI)

Participants will be provided an Executive Certificate from iHub DivyaSampark and Department of Science and Technology (GOI), upon completion of all the course modules.

Earn Your Certificate

The AI Strategy Program is exhaustive and this certificate is proof that you are closer to your goals.

Differentiate Yourself With A Professional Certificate

The knowledge and skills you have gained working on the case studies will set you ahead of the competition.

Share Your Achievement

Talk about it on LinkedIn, Twitter, Facebook - Tell your friends and colleagues about it.

SYSTEM REQUIREMENTS

This programme includes live online classes. To attend a live online class you will need to have a PC/ Laptop/ Mac with:

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+ Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.



PROGRAM PARTNERS



THE TIMES OF INDIA GROUP

About Times Group

The Times of India Group began its operations in the year 1838 and is India's oldest and largest media house. The Times of India, is the World's largest-selling English newspaper, with over 5 million copies sold daily. The Economic Times is the World's 2nd largest English business newspaper second only to The Wall Street Journal, with over 800,000 copies sold daily. The Group is also amongst India's most diverse media houses with assets across Publishing, Radio, TV, Out of Home (OOH) and Online Media.



From the Economic Times

About ET Masterclass

ETMasterclass is an initiative of The Economic Times to disseminate knowledge, experience and expertise amongst working professionals and business leaders. We offer a comprehensive portfolio of executive seminars and professional training to brush-up your skills and develop strategic edge your industry demands. Our hands-on experiential training programmes will help you coin real-time solutions to your on-the-job practical challenges and accelerate your performance and organisational growth.

Our course content is designed, developed and delivered by industry leaders, academics, internationally acclaimed authors & gurus, economists and business consultants. Our training modules and course content are regularly reviewed and updated by eminent experts to ensure the curriculum reflects the diverse landscape of innovation across Finance & Investment, Power & Energy, Life Sciences, Telecoms, Retail, Real-Estate & Infrastructure, Technology and more.



About iHUB DivyaSampark

iHUB DivyaSampark a section 8 company (Non-Government Organization) is a Technology Innovation Hub, at IIT Roorkee and is set up under National mission on Interdisciplinary Cyber Physical systems (NM-ICPS), initiated by Department of Science & Technology (Government of India) to build innovative solutions, to train manpower and encourage entrepreneurship for the world's current challenges like affordable health care, Industry 4.0 and sustainable smart cities.

iHUB DivyaSampark aims to enable innovative ecosystem in new age technologies like AI, ML, Drones, Robots, data analytics (often called CPS technologies) and becoming the source for the next generation of digital technologies, products and services by promoting, enhancing core competencies, capacity building, manpower training to provide solutions for national strategic sectors and becoming a key contributor of skill Development and HRD to Digital India.

It is being coordinated by a high-level interministerial co-ordination committee headed by Niti Aayog CEO, DST Secretary, Secretary, MeitY, Secretary, D/o Heavy Industry, Secretary, D/o Health Research and Central Line Ministries/Departments are members of this committee.

CONTACT US



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