

AI FOR MANAGERS

DURATION: 3 DAYS

PROGRAM CONTEXT

As is well known, the past few years have seen extensive investments in business infrastructure which have improved the ability of enterprises to collect data. With vast amounts of data now available companies in almost every industry are striving to exploit data for competitive advantage.

Artificial Intelligence (AI) and Machine Learning (ML) can empower companies to leverage data to improve performance in various functional areas. The knowledge and utilization of these technologies is very unevenly spread. The digital natives are using this technology to achieve enormous scale and market share while the other companies are not able to integrate these technologies for enhanced business performance.

Utilizing AI and its subcomponents, such as statistical learning, machine learning, and deep learning, is anticipated to improve satisfaction, reduce costs and thereby increase the overall growth of an organization.

This certificate program is aimed at the managers who are currently leading and are likely to lead AI initiatives in the organization.

LEARNING OUTCOMES

- Appeal to an audience by analyzing and responding to their needs
- Engage your listeners and captivate them with your message
- Understand effective techniques of influencing others
- Use logic, emotion, and credibility-based appeals to create a convincing argument
- Design a compelling pitch that influences buy in

PROGRAM CONTENT

- Understanding of conceptual framework of Artificial Intelligence and Machine Learning(ML)
- Understand techniques used in the field of AI and ML and their applications
- Implementation of AI strategy in an organization
- Implementation of AI in selected functional areas
- Creating a data-driven culture in an organization

DELIVERABLES – THE PROGRAM THEMES

Day One - Theoretical

Demo of Artificial Intelligence with word prediction
Evolution of concepts of Artificial Intelligence
Use cases of Artificial Intelligence in Business

Day two – Toolkit for AI

Basic Introduction to language (Python) used in Artificial Intelligence
Demonstration of working of algorithm through linear and logistic Regression
Introduction to Deep Learning and Neural Networks

Day Three- Use cases of AI

Sentiment Analysis, Recommendation Systems, Segmentation (using machine learning)
How to implement AI in an organization and convert to Smart Business
Talk by Industry Expert on start-ups using AI

PEDAGOGY

The course will be conducted off-line. For theory sessions PPTs, videos, case studies will be used. For toolkit sessions, practical sessions will be held to demonstrate the running of algorithms using Jupyter notebooks.

AUDIENCE

Mid-level managers having experience 5-8 years or senior managers

ADMINISTRATIVE DETAILS

Mode: Online/Offline

Fee: INR 35,000 (in-campus) and INR 25,000 (online) per participant (plus 18% GST as applicable)

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

PROGRAM DIRECTOR



Prof. Sanjaya Das

He has 35 years of work experience in the Indian Railways and the Government and have held senior level posts interfacing with freight and passenger business customers and using information technology to bring about a quantum improvement in their experience of interaction with Indian Railways. He held important posts such as Additional Member (Computerization and Information Systems) in the Indian Railways Board and Managing Director of Centre for Railway Information Systems (CRIS) which develops and manages all the important IT applications of Indian Railways including the IRCTC web site (one of the largest e-commerce websites of the country), the Passenger Reservation System and the Freight Operations Information System (FOIS), Payroll, E-Tendering and Procurement, ERP, Geographic Information systems (GIS) and Decision Support Systems (DSS). In the field of data analytics, he pioneered the use of new technologies including like machine learning on Indian Railways.

He was given the national award in Gold category for e-Governance 2013-14, for excellence in government process re-engineering. This was in recognition of his work in traffic control office automation which revolutionized the working of traffic control offices on Indian Railways and enabled the passengers in the entire country to get near real time information regarding the movement of passenger trains through the National Train Enquiry System (NTES).

He set up the Emerging Technologies Lab (ETB) for Business in IMT Ghaziabad. He has been Professor of IT and Business Analytics in the Institute since September 2018.

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