Established in 1926

एन एस आई सी
N S I C

SHRI RAM COLLEGE OF COMMERCE

Shri Ram College of Commerce (SRCC), University of Delhi

&

National Small Industries Corporation (NSIC) - Technical Services Centre

under Ministry of MSME, Government of India

Jointly Organise Certification Training Programme on

"ARTIFICIAL INTELLIGENCE IN BUSINESS"

On 10th, 11th, 17th, 18th, 24th and 25th February 2024, at SRCC Campus
North Campus, University of Delhi

Joint Certification Training Programme on

Artificial Intelligence in Business

Introduction

Artificial Intelligence (AI) has emerged as a transformative force in the realm of business, reshaping traditional paradigms and revolutionizing operations across diverse industries in India. In this era of digital evolution, understanding the strategic implications of AI is paramount. From augmenting decision-making processes to optimizing operational efficiency, AI empowers businesses to navigate complex challenges and unlock unprecedented opportunities. This introductory exploration delves into the profound impact of AI on the business landscape, unraveling its applications, benefits, and the imperative for organizations to integrate this cutting-edge technology into their core strategies for sustained growth and competitive advantage.

Use of AI by Business

In India, AI is significantly transforming businesses across sectors. Examples include AI-driven chatbots in banking (HDFC, ICICI), personalized recommendations in e-commerce (Flipkart, Amazon), algorithmic trading in finance (Zerodha), and AI-powered demand forecasting in online groceries (BlinkIt, BigBasket). Food delivery platforms (Swiggy, Zomato) optimize routes and estimate delivery times with AI. Telecom companies (Airtel, Jio) use virtual assistants for customer service. Travel platform MakeMyTrip employs AI for recommendations and dynamic pricing. Healthcare firms like Practo utilize AI for diagnostic image analysis. These examples illustrate AI's widespread integration, enhancing efficiency, customer experiences, and revolutionizing traditional practices in India.

Need for Training Programme on Artificial Intelligence

In India, the demand for training programme on "Artificial Intelligence in Business" is crucial due to rapid digital transformation. This programme addresses the need for professionals to understand AI's fundamentals and applications in core business functions. With the government's focus on "Digital India" and AI's growing prominence, professionals must acquire skills to navigate this evolving landscape.

As AI becomes a driver of technological leadership, the training programme aligns with India's aspirations, offering a pathway for professionals to stay ahead and organizations to remain competitive. This initiative of Joint Certification Training Programme by Shri Ram College of Commerce (SRCC), University of Delhi and National Small Industries Corporation - Technical Services Centre (NSIC-TSC), under MSME, Government of India in partnership with its Technical Skill Partner BloomAge Skill India responds to the urgent demand for skilled AI professionals, supporting India's digital advancement goals.

एन एस आई सी
N S I C

Joint Certification Training Programme on

Artificial Intelligence in Business

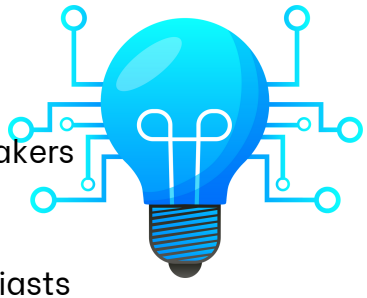
Objectives of the Training Programme

The Training programme on "AI in Business" aims to enable:
1. Comprehensive understanding of AI landscape, foundational concepts, and divisions;
2. Mastery of supervised, unsupervised, and reinforcement learning in machine learning;
3. Exploration of various algorithms with a focus on real-world business applications;
4. Effective management of big data using data management tools and HADOOP components;
5. Analytics mastery for business growth, including descriptive and predictive models;
6. Real-world applications of AI, deployment across industries, and strategic planning;
7. Entrepreneurial opportunities exploration and staying updated on AI trends; and
8. Integration of acquired knowledge through a concluding capstone project for real-world problem-solving.

Learning Outcomes

1. Applied AI Proficiency: Acquire practical skills in applying AI concepts to real-world business scenarios, enabling effective problem-solving and decision-making.
2. Strategic Decision Support: Develop the ability to use AI-driven analytics for strategic decision support, gaining insights into market trends, customer behaviors, and operational efficiency.
3. Innovation and Entrepreneurship: Explore entrepreneurial opportunities by leveraging AI technologies, fostering a mindset for innovation and business growth.
4. Data-Driven Business Acumen: Cultivate a data-driven approach to business, mastering the analysis of large datasets for informed decision-making and improved business outcomes.
5. Adaptability to Industry Trends: Stay ahead in the dynamic business landscape by adapting to industry-specific AI trends, ensuring relevance and competitiveness in evolving markets.

Who Should Attend



- Executives and C-Suite Leaders
- Business Managers and Decision Makers
- Data Scientists and Analysts
- IT Professionals
- Entrepreneurs and Start-up Enthusiasts
- Business Students and Aspiring Professionals
- Continuous Learners and Professional Development Seekers

Note: This programme is suitable for both Non-tech and Tech Professionals. Prior knowledge of Programming or Coding Language is Not Required. All participants are required to bring their laptops for hands-on involvement in the training sessions.

एन एस आई सी
N S I C

Joint Certification Training Programme on

Artificial Intelligence in Business

Course Content

1. Navigating the AI Landscape

Introduction to Intelligent Technologies:

- Understanding Artificial Intelligence (AI), Machine Learning (ML), Statistical Learning (SL) & Deep Learning (DL)
- Developing an Intuitive Understanding of AI
- Components and division of Artificial intelligence based on abilities and functionalities.

2. Unveiling the Power of Machine Learning

Foundations of Machine Learning:

- Supervised, Unsupervised, and Reinforcement Learning
- Understanding Machine Learning Algorithms
- AI/ML Model Development
- Understanding the concept of inputs, weights and output with real-world examples
- Making decisions based on machine learning algorithms.
- ***Hands-on experience:*** Teachable Machines (Learn how to train machines in real-time)

3. Exploring Various Algorithms to Train the Machines

Supervised and Unsupervised learning algorithms:

- Supervised: Classification and Regression algorithm
- Unsupervised: Clustering, Association & Anomaly detection
- ***Application of each algorithm*** in the real world by discussing various business case studies

4. Managing Big Data in Business

Introduction to the Data Management tool:

- HADOOP – High availability distributed object-oriented programming
- Components – HDFS (HADOOP distributed file system), MapReduce and YARN (Yet another resource negotiator).
- Exploring conceptual features & importance with real-life based examples.

5. Analytics Mastery for the Growth of the Business

Introduction to Descriptive and Predictive models:

- Objectives of Descriptive Analytics: Storytelling with Data
- Predictive Analytics Models: Correlation & Regression Modeling.
- Business cases involving descriptive & predictive Modeling
- ***Hands-on experience:*** Using data Analysis tool

6. Real-world Applications and Exploring the Concept of Neural Networks

Analytical Problem-Solving through Case Studies:

- Understanding the concept of neural network and its comparison machine and deep learning models
- Types of neural network – Adaptive neural network, Convolutional neural network and Recurrent neural network (Exploring examples based on real world)
- ***Hands-on experience:*** Exploring the features of AI Tool based on Neural Networks

एन एस आई सी
N S I C

Joint Certification Training Programme on

Artificial Intelligence in Business

Course Content (continued)

7. Deploying AI Across Industries

AI Integration in Business Functions:

- AI in Sales and Marketing: Opportunities, Sales Conversion, Channel Optimization, and Customer Lifetime Value
- AI in Operations: Supply Chain Analytics
- AI in Retail: Assortment Planning, Brand Switching, and Promotion Effectiveness
- AI in Banking and Finance: Credit Rating
- AI in Content Creation
- ***Hands-on Experience:*** Exploring the features of AI Tools for Content Creation and Media Generation.

8. Strategic Planning and Implementation

AI Strategy for Business Success:

- Step-by-step guide to formulating an effective AI strategy aligned with business goals.
- Cost-Benefit Analysis for AI Implementation
- Risk Management in AI Implementation
- Practical exercises and case studies for strategic planning
- Strategies for building robust governance frameworks
- Compliance with General Data Protection Regulation (GDPR)
- ***Hands-on experience:*** Exploring the features of AI tools for developing marketing strategies.

9. Entrepreneurial Opportunities with AI

AI-Driven Business Innovation:

- Inspiring entrepreneurial thinking through AI-focused startup ideas.

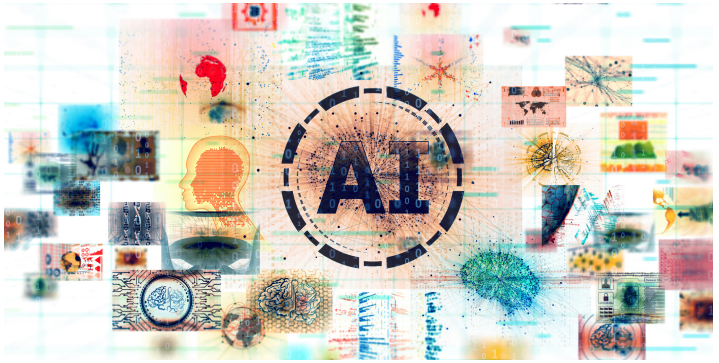
10. Future Trends and Emerging Technologies

Recent Developments in AI:

- Exploration of cutting-edge AI technologies and recent breakthroughs.
- Futuristic trends such as explainable AI, quantum computing, and AI ethics.
- Limitations of Artificial intelligence.

11. Assessment and Capstone Project

- Collaborative project where students apply AI concepts to solve a real-world business problem.
- Evaluation of the project as a culmination of the course

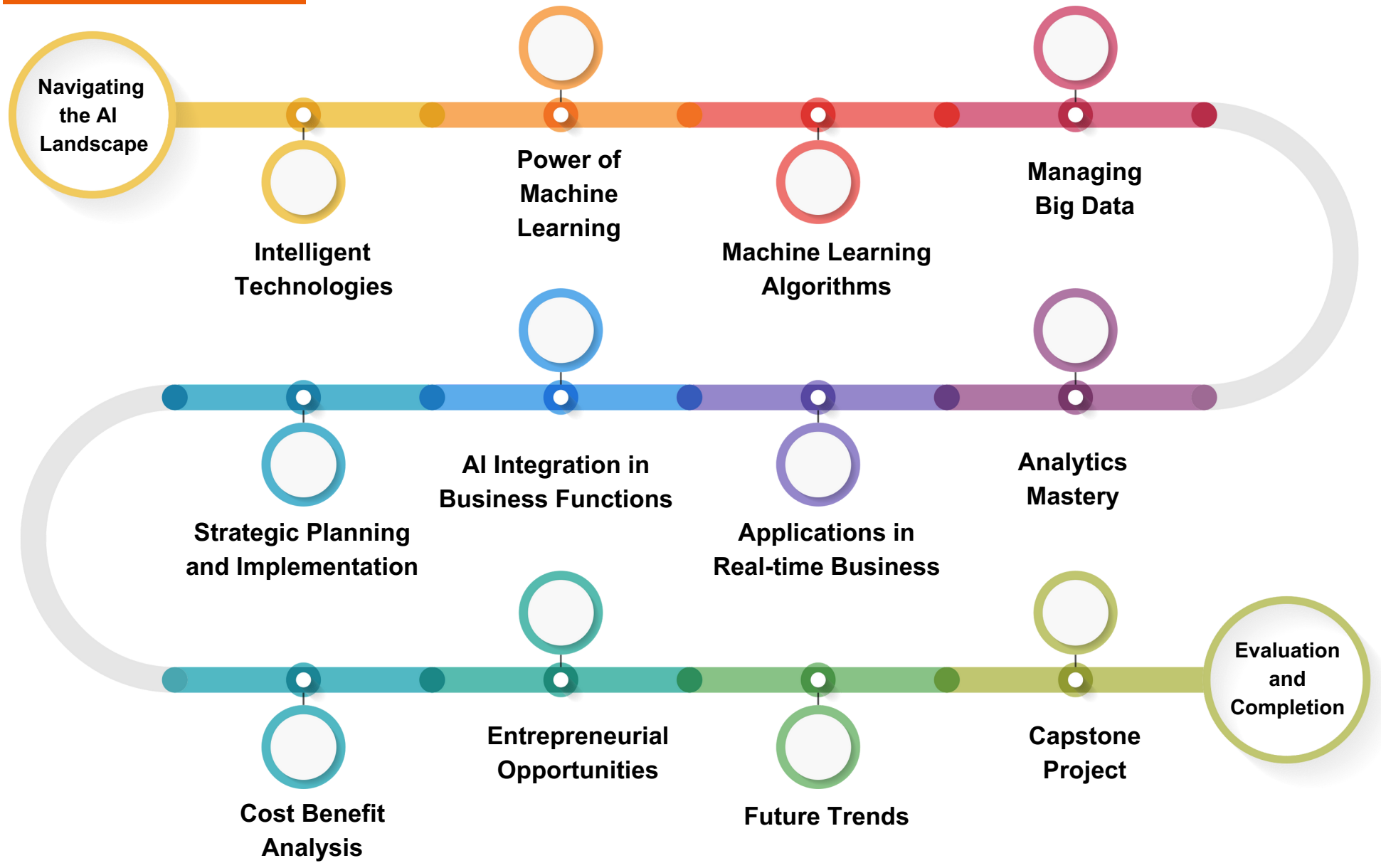


एन एस आई सी
N S I C

Joint Certification Training Programme on

Artificial Intelligence in Business

LEARNING PATH



Learning fostered by Hands-on experience throughout

एन एस आई सी
N S I C

Benefits for Students

AI Mastery for Career Edge
Attain a comprehensive AI understanding giving a competitive edge in the careers

Skills for Training AI Models
Acquire hands-on machine learning skills, while developing AI models & making decisions using cutting-edge algorithms

Big Data Leadership Potential
Learn to Derive valuable insights from vast datasets – a sought-after skill in present times

Real-World Application Proficiency
Hands-on learning with AI tools elevating problem-solving skills

Joint Certification
Obtain a Certificate of Completion jointly issued by NSIC-TSC and SRCC

Advantage for Future Entrepreneurs
Value addition and benefits at the time of Enterprise Development

Transitioning to an AI Strategist
Lead AI Strategy Planning and Implementation, ethically and with responsibility

Empowering Futures: Mastering AI for Business Success!

Main Highlights

Environmental Friendly Training
First of its kind eco-friendly training programme, while reducing carbon footprints and raising awareness

Seasoned Expert
Skilled Educator with extensive industry experience in the field of implementation of AI Tools

Best Course Content
Top-notch curriculum offered for Optimal Learning, at par with world's Best Institutions

Experiential Learning
Practical application of AI Tools, useful in diverse business functions

Dates & Timings

Dates: 10th, 11th, 17th, 18th, 24th and
25th February 2024
Saturdays - 4:00 pm to 7:00 pm (Offline Mode)
Sundays - 9:30 am to 5:30 pm (Offline Mode)
Duration: 30 hours

Venue

SRCC Campus, University of Delhi, North Campus,
Maurice Nagar, Delhi - 110007

Who Can Attend

Present Students of Shri Ram College of Commerce (SRCC), Non-SRCC Students (i.e. students from other Indian Colleges/Universities), Working Professionals, Entrepreneurs, etc can register and attend the Training programme.
Note: Total 60 seats are available for the training programme. The admission for the programme will be done on First-come, First serve basis. Fees once paid shall not be refundable, or transferable.

Fees

- Fees applicable for present students of SRCC is INR 21,240 (including GST)
- Fees applicable for Non-SRCC students is INR 23,600 (including GST)
- Fees applicable for the Working Professionals, Entrepreneurs, etc is INR 29,500 (including GST).

The above fees is inclusive of training fees, course material, eco-friendly stationery, refreshments (snacks, lunch, tea/coffee) and joint certification by SRCC & NSIC-TSC.

Joint Certification will be issued by SRCC & NSIC-TSC, upon successful completion of the Training Programme

For Registration

Scan the QRCode

Alternatively,
Register using the following link:
https://forms.gle/6GZs8nZxySTJYrNdA

Account Details

- Name of Account Holder: Principal, SRCC
- Complete Address: Shri Ram College of Commerce, Maurice Nagar, Delhi University, Delhi - 110007
- Bank Name: State Bank of India
- Branch: Shri Ram College of Commerce
- IFSC Code: SBIN0010437
- Type of Account: Savings account
- Account Number: 10851301539
- MICR Code: 110002439

Last Date of Registration: 3rd February 2024

Organizers

Dr. Aruna Jha, Convenor, Kaushal Sashaktikaran

Dr. Sapna Bansal, Director, Institutional Outreach

Dr. Amit Girdharwal, Co-Convenor, Kaushal Sashaktikaran

Ms. Parul Puri, Coordinator, NSIC-TSC-BSI

For queries related to the course, kindly

ksc@srcc.du.ac.in, training@nsictsc-bsi.co.in

Dr. Amit Girdharwal, +91-7835946065 (WhatsApp Only)

Ms. Parul Puri, +91-9818085814