

# THE FUTURE IS HERE

## EXECUTIVE BUSINESS CERTIFICATE PROGRAM

### Artificial Intelligence and Data Science (AI & DS)

Mode: Hybrid

Duration: 6 Months



Batch  
Commence  
from  
**June'24**



## OUR VISION



Developing responsible leaders with an entrepreneurial mindset and striving for sustainability

Late Basant Kumar Birla and Sarala Birla

### FOUNDED IN 1988 BY INDIA'S LEADING BUSINESS HOUSE

Basant Kumar Birla Group

**BIMTECH ACHIEVED CATEGORY-I GRADED AUTONOMY FROM AICTE** among 400 PGDM Institutions in 2020

### BIMTECH IS NOW AACSB ACCREDITED

Joins IVY League of Top Globally Recognized B-Schools

**70 FACULTY MEMBERS OUT OF WHICH 43% FEMALE FACULTY, 81% FACULTY WITH Ph.D DEGREE,** including some with IIT/IIM background having worked in Industry up to CXO positions

### EQUIVALENCE WITH MBA DEGREE OF ALL 4 PGDM

Programmes from Association of Indian Universities (AIU)

### INTERNATIONAL PARTNERS AND ALLIANCES

Tie-ups with 64 foreign B-Schools and Universities, International Institute of Business Analysis (IIBA)-Canada, Chartered Insurance Institute (CII)-UK, Life Office Management Association (LOMA)-USA

**RANKED 48<sup>th</sup> IN THE MANAGEMENT CATEGORY IN ALL INDIA NIRF RANKING 2023** – (NIRF-National Institutional Ranking Framework)

**NATIONAL ACCREDITATION BY NATIONAL BOARD OF ACCREDITATION (NBA)** for all 4 PGDM Programmes

**GLOBAL RECOGNITION** First Indian B-School to get BSIS (Business School Impact System) Label from EFMD, BRUSSELS

**RANKED 17<sup>th</sup> AMONG TOP PRIVATE B-SCHOOLS** in India - (Business Today-MDRA Best B-Schools Ranking 2023)



# ABOUT INSTITUTE

**THE BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY (BIMTECH)** was established in 1988 under the aegis of the BIRLA ACADEMY OF ART AND CULTURE. Late BASANT KUMAR BIRLA, Ex- Chairperson of the BASANT KUMAR BIRLA GROUP OF COMPANIES and Late SARALA BIRLA, Ex-Chairperson of the BIRLA ACADEMY OF ART AND CULTURE were the founders of BIMTECH.

The Institute is governed by an eminent Board of Governors mostly drawn from the top Echelons of the Industry. The institute is supported by the BASANT KUMAR BIRLA GROUP and ADITYA BIRLA GROUP OF COMPANIES.



## BIMTECH IS NOW AACSB ACCREDITED

Accreditation by the US- based International Accrediting body, i.e. ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB), is considered to be the GOLD STANDARD IN MANAGEMENT EDUCATION. It is known worldwide as the longest standing, most recognized form of specialized accreditation that an Institution and its Business Programs can earn. AACSB ACCREDITATION offers a framework of Global Standards by which Business Schools around the world evaluate the Quality of their programmes. Less than 7 percent of the World's top B- Schools have been accredited by AACSB so far.

## ABOUT COOLS

Birla Institute of Management Technology has been conferred with the prestigious Category 1 Graded Autonomy Status by the AICTE in February 2020. BIMTECH which is 35 years old premier B-school endeavors to recreate the essence of the Post Graduate Diploma in Management (BFSI) by the Centre of online studies (COOLS). COOLS is a part of BIMTECH to promote higher education in and outside India through collective apparatus of On-line Teaching, Learning, and Research. It also aims to impart the best theoretical Knowledge, Analytical & Technical Skills to produce better future professionals.



## FROM THE DIRECTOR'S DESK



**“Education is not just about filling the mind;  
it's about nurturing the soul. – Aristotle”**

**Dear Aspiring Leaders,**

As the world evolves towards a more digital and interconnected future, there is a growing demand for skilled professionals in Artificial Intelligence and Data Science. Our Executive Course on AI&DS is meticulously designed to equip you with the expertise and knowledge needed to navigate this rapidly changing landscape. In today's dynamic business environment, continuous learning and adaptation to cutting-edge technology are pivotal. This program aims to provide aspiring leaders with a deep understanding of AI and Data Science, coupled with practical skills.

At BIMTECH, we cultivate a collaborative and supportive learning environment that encourages innovation, creativity, and critical thinking. Our esteemed faculty members, who are also industry experts with vast experience in teaching and research, will guide you through both theory and practical applications to ensure you are well-prepared for the challenges of this exciting field.

Best Regards,

**Dr. Prabina Rajib**  
Director, BIMTECH

**FORGE A PATH TO AI & DATA SCIENCE  
LEADERSHIP WITH OUR PGDM—  
WHERE MANAGERIAL ACUMEN MEETS  
TECH INNOVATION, GUIDED  
BY SEASONED EXPERTS**



# ABOUT PROGRAMME

BIMTECH is proud to introduce an exciting new addition to our curriculum - an Executive Business Certificate course in Artificial Intelligence (AI) and Data Science. This cutting-edge program is designed to provide students with the knowledge and skills necessary to succeed in the rapidly growing field of AI and Data Science integrated with managerial expertise. With a focus on practical applications, our course covers the select spectrum of AI and Data Science, from Machine learning, Big Data, NLP to data visualization and interpretation.

Through this program, students will gain a comprehensive understanding of AI and Data Science, including their applications in various industries such as finance, marketing, Operations and more. Our expert faculty members are seasoned professionals with years of experience in the field, ensuring that students receive hands-on training and mentorship throughout the course.



## MESSAGE FROM THE DEAN ACADEMIC DESK

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*"The whole purpose of education is to  
turn mirrors into windows."  
Sydney J. Harris*

**Dear Aspirants,**

Welcome to the Birla Institute of Management Technology!

Executive Business Certificate AI&DS programme delivers top quality education in the Management focused on the business adoption of the cutting-edge technology such as AI, ML, Gen AI, LLM, and more. And prepare students for successful careers using the latest technological advancements BIMTECH curriculum merges industry insights with academic excellence for real-world readiness.

This program is a suitable blend of deep academic rigor, industry best practices, and arming our students with requisite skills so that they can deliver from day one in the industry settings.

We offer high-quality education, complemented by practical workouts based on real-world scenarios. Our aim is to equip students with the skills needed for promising career opportunities, the ability to start their own entrepreneurial ventures, and the ease to adopt technology effectively. This prepares them for a successful journey in the fields of AI and Data Science.

Best wishes!

**Prof. S S Dubey**

Dean Academics, BIMTECH

Chairperson - Centre for Online Studies (COOLS)

**TECHNOLOGY IS DISRUPTING THE  
BUSINESS WORLD ALMOST EVERY  
DAY. ALL BUSINESS MANAGERS HAVE  
TO BE WELL-GROOMED IN USING  
EMERGING TECHNOLOGY TO FACE  
THE FIERCELY COMPETITIVE  
LANDSCAPE.**



# PROGRAMME SUMMARY

**Learning Mode:**

Hybrid

**Duration:**

6 Months

**Fee:**

INR 95,000 + GST\*

**Campus Visit :**

2 Visit of 2 Days Each

**Weekend Schedule:**

Classes on Saturday and Sunday.

**Faculty :**

BIMTECH

**Guest Faculty/ Industry Experts:**

Mid-Senior Industry Practitioners

**Weekly Effort:**

8-10 Hrs/ Week

**Payment Options:**

Basic Installment Plans

**Eligibility :**

Graduate or Diploma Holder with ( 10+2+3) with 3 years of Work Experience preferable.

**Special Pricing:**

Special Pricing upto 10% discount is available for corporate plan, Women returning to Work, and Aspirants with special needs.

**Admission Criteria :**

Admission will be based on the Written test/Personal Interview.

**Academic Exploration :**

• Online Classes • Pre recorded Videos • E Content Material • Practical Labs • Discussion Forum

*Note: \*GST (currently @ 18%) will be charged extra on these components.*

**The Programme Envisage:**

The Executive Business Certificate Program at BIMTECH is a 6 Month course in Artificial Intelligence and Data Science (AI & DS) technology. This pioneering curriculum is meticulously crafted to offer a holistic learning experience, fusing cutting-edge technological advancements with foundational management principles.

**Here's an overview:**

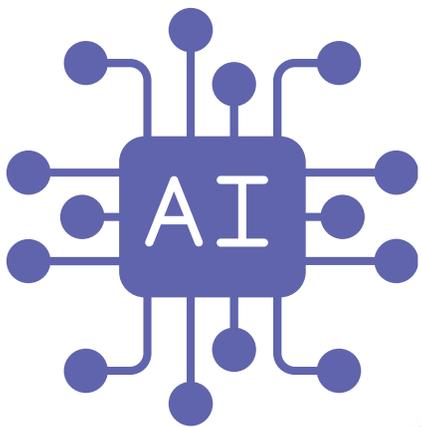
1. **AI & DS Proficiency:** Students delve into AI algorithms, machine learning, big data analytics, and predictive modeling, gaining proficiency in handling and analyzing vast datasets.
2. **Strategic Management Fusion:** Concepts of management in marketing, finance and operations are interwoven with AI applications, fostering a strategic mindset to leverage technology for business growth.
3. **Experiential Learning:** Practical applications enable students to apply AI techniques to real-world business scenarios, honing their problem-solving skills.
4. **Industry Interface:** Collaborations with industry experts to facilitate exposure to real time industry challenges, preparing students to make impactful contributions upon completion of course.



## THIS PROGRAMME IS FOR?

This programme is designed for professionals seeking to upskill in AI and data science, aiming to acquire new roles, boost performance, and elevate industry standing by expanding their knowledge in artificial intelligence

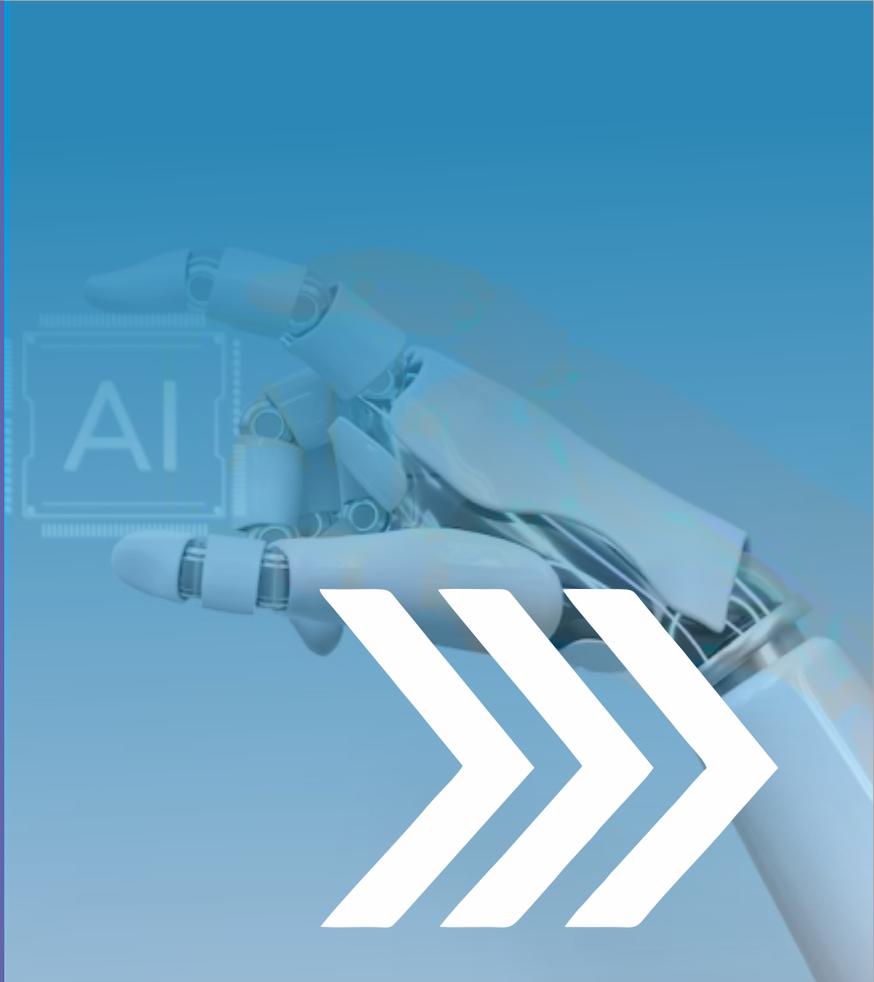
- **Entrepreneurs:** Create successful ventures with AI.
- **Non-technical roles:** Inform decision-making with AI.
- **Artificial intelligence enthusiasts:** Learn and engage.
- **Executives and managers:** Stay ahead of industry trends



*The courses may subject to be modified.*

# IMPORTANCE OF AI & DS IN BUSINESS

With the development of AI, there is a growing need not just for engineers who are familiar with coding & its inner working but also for specialists who can interpret the needs of business and technology. AI makes it possible to automate tasks, analyse data, make better decisions, and improve consumer experiences. Processes are streamlined, efficiency is increased, and innovation is stimulated, resulting in cost savings and competitive advantages. Businesses can comprehend customers, customise services, and forecast trends by utilising AI. AI facilitates change, expansion, and helps in staying ahead in the digital world.



## SALIENT FEATURES OF THE PROGRAM

**Specialized Curriculum:** Tailored coursework combining AI & DS with management principles for a comprehensive skill set.

**Advance AI Modules:** Study of Basic of Programming to ease in study of AI algorithms, machine learning and natural language processing techniques.

**Data Analytics Proficiency:** Hands-on experience in analysing large datasets, data mining, and predictive modelling.

**Online Classes:** Access to online sessions by industry experts, providing insights into the latest AI trends, practical applications, and emerging technologies.

**Ease of Learning:** Supplementary self-paced courses offering specialized knowledge and skill enhancement.

**Practical Projects:** Practical assignments aligning AI concepts with real-world like business challenges.

**Faculty Expertise:** Seasoned faculty comprising AI experts, data scientists, and experienced management professionals.

**Industry Ready:** Stay updated with recent innovations for future readiness.

**Support after Course:** Discussion Forum for students to regularly interact and share updates.

**Learning Pedagogy:** Emphasis on concept clearing and hands-on practice with projects to have real life like problems.

**Learning Pace:** Ample time for learning and practicing to cover the course effectively.

**Support for Adaptation:** Clear doubts with dedicated sessions for easy understanding based on diverse backgrounds.

**Networking:** Interact with industry professionals and cohorts for valuable connections.

**Assistance to Full Time Course:** Guidance to Students who would like to opt for PGDM Full time Course.

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This program not only equips students with robust AI & DS knowledge but also ensures exposure to diverse perspectives through industry-driven online classes and self-paced courses, enhancing their readiness for the dynamic professional landscape.

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# CAREER OPPORTUNITIES

"THE FUTURE OF JOBS REPORT 2023" OF World Economic Forum mentions that AI and Machine Learning specialists will be in the top list of Fast Growing jobs, followed by Sustainability Specialists and Business Intelligence Analysts. Those who complete the AI&DS Program successfully will be prepared for a variety of exciting opportunities, including those of **AI Consultant, Management Consultant, Business Intelligence Analyst, AI Transformation Manager, Data Science Manager, Product Manager (AI&DS), Analytics Manager, Financial Analytics, Marketing Analyst, Entrepreneur, Academic Research and others.**"

## PROGRAMME OUTCOMES

### PO1

Apply AI&DS methodologies for strategic problem-solving in management practices.

### PO2

Utilize AI&DS techniques to foster data-driven decision-making skills.

### PO3

Demonstrate leadership enriched by AI&DS insights.

### PO4

Communicate global, economic, legal, and ethical aspects of business integrating AI&DS perspectives.

### PO5

Lead teams leveraging AI&DS tools for organizational goal achievement in diverse environments.

## Learning Journey :



Statistics for Business Analysis, Basic Programming of Python, R



Data Management, Algorithm and Visualization



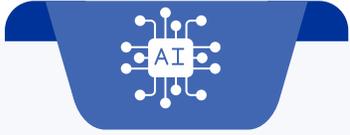
Machine Learning and GenAI



Business Process Automation and NLP



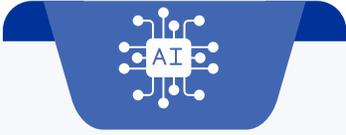
Predictive Analytics and AI application in different verticals.



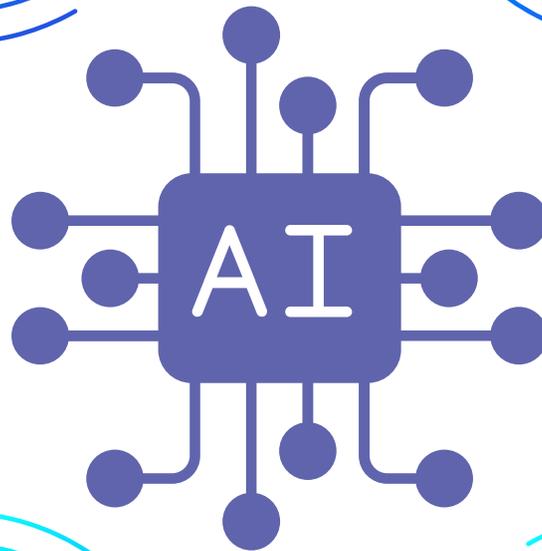
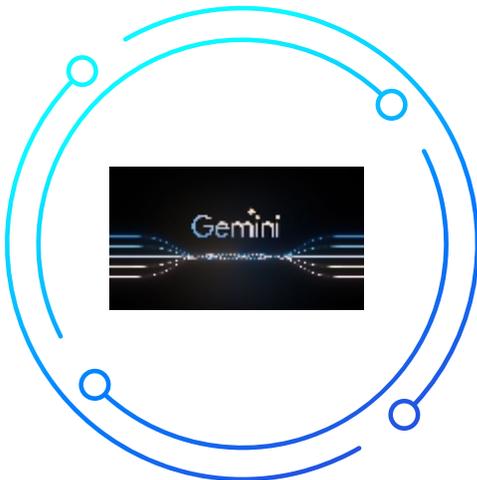
# TOOLS TO BE COVERED



Note \* The Tools are subjected to change depending upon Batch Cohort



# FOR GenAI TOOLS



Note \* The Tools are subjected to change depending upon Batch Cohort

# FACULTY AND INDUSTRY EXPERTS



**Sanjiva Shankar Dubey**  
Prof.& Dean Academic

A practicing Academician with 35 years of Industry experience in IT Services leading world class organization such as IBM and Tata Group. Last assignment was Asia Pacific Services Delivery head of IBM supervising IT for 17 IBM countries across 5 time zones. Published 15 academic books and taught around 20000 students as Visiting Professor at leading B schools like IIM Lucknow , IIM Indore, SP Jain Global Management School Singapore and Dubai, FMS Delhi University, IMT Ghazaibad, XLRI Jamshedpur ,IMI Delhi amongst others.

Managed mega IT Transformation Consulting and Delivery project of 200+MUSD budget and 3500+ team across multiple Geography, excellent Team builder, deep process orientation and well versed in managing large project risk and mitigation strategies. Professor and Head of IT Area and Prof.& Dean Academic at BIMTECH.



**Ruchi Garg**  
Assistant Professor - Information Technology

The learning process should never stop." is the key motto of Dr.Ruchi Garg. She is an Information Technology (IT) faculty in BIMTECH with a rich academic experience of around 20 years. She has earned her doctorate degree (PhD) from National Institute of Technology in the field of Computer Applications. Her bachelor's degree is from Delhi University. She believes in imparting education by connecting the technical knowledge with practical applications in day-to-day life. She is a passionate learner for cutting edge technologies and its usefulness in management domain. Her research area includes AI-ML, IoT, Cloud Computing and Data Analytics. She has published her research work in SCI and SCOPUS indexed journals. Besides professional work, she also participates actively in social work and is associated with volunteer-based organizations.



**Aseem Kr. Mishra**  
Assistant Professor of Operations, Decision Science & IT

Dr.Aseem Mishra is working as an assistant professor in the department of operations and decision sciences. He earned his Ph.D. from Shiv Nadar University, Greater Noida in the broad area of industrial engineering and management. Prior to that, he received M.Tech. Degree in production and industrial engineering from Thapar University, Patiala, Punjab. His research interests include production scheduling, maintenance planning, quality control, integrated operations planning and numerical optimization.

Dr. Mishra is the recipient of international travel grant awarded by SERB-DST in 2018 for presenting his research at University of Auckland, New Zealand. He has authored several articles which got published in top tier international journals of Elsevier, Springer etc. He has also been awarded with GATE scholarship by MHRD during his M.Tech. programme. He teaches subjects including Operations Management, Statistical Quality Control, Maintenance Management etc.



**Kapil Garg**  
Programme Coordinator - PGDM Assistant Professor of Operations, Decision Science & IT

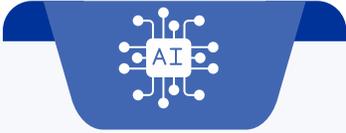
Dr.Kapil Garg is an accomplished Operations & Decision Science & IT faculty with comprehensive blend of hands-on professional and academic experience. Passionate about the potential and impact of IT.Innovative teacher devoted to education and learning. His research interests span both online service quality and higher education. Much of his work has been on improving the understanding about online service quality and about the blended learning in higher education mainly management education.



# PROGRAMME MODULES

## EXECUTIVE BUSINESS CERTIFICATION PROGRAM (AI&DS)

- 01 • **Fundamentals of Artificial Intelligence**
- 02 • **Basic Programming with Python**
- 03 • **Statistics For Business Analysis**
- 04 • **Machine Learning for Business**
- 05 • **Basic of R- Programming**
- 06 • **AI & ML Concepts and Algorithms**
- 07 • **Big Data Management and Analytics**
- 08 • **Generative AI and its applications**
- 09 • **Data Visualization using Power BI**
- 10 • **AI in different Verticals**
- 11 • **Natural Language Processing**
- 12 • **Predictive Analytics**
- 13 • **Business Process Automation using AI**
- 14 • **AI and Entrepreneurship**



# PROGRAM HIGHLIGHTS

**CAMPUS VISIT**



**2 Visits of 2 Days Each**

**Learning Mode: Hybrid**  
**Duration: 6 Months**  
**Fee: INR 95,000\***

**Saturday and Sunday classes**

**WEEKEND SCHEDULE**

**FACULTY**



**BIMTECH**

**Mid-Senior Industry Practitioners**

**GUEST FACULTY/INDUSTRY EXPERTS**

**WEEKLY EFFORT**



**08-10 Hrs/ Week by Students**

\* GST 18% extra on the above the amount



# PROGRAM HIGHLIGHTS

**AFTER  
SUPPORT**



**Discussion Forum /  
Guidance for  
Full time Course**

**With Industry  
Experts/ Faculty  
and Cohorts**

**NETWORKING  
OPPORTUNITY**

**ELIGIBILITY**



**Minimum  
Graduate (10+2+3)  
with 3 years of Work  
Experience preferable**

**Online, Self paced  
Courses**

**EASE  
OF  
LEARNING**

**BLOCKCHAIN  
CERTIFICATE**



**Certificate can  
be verified  
through QR code**

**Note \* Admission Booking Amount is non refundable**



# BASIC INSTALLMENT PLAN



## PAYMENT OPTIONS

**Mode 1:** 5 % discount on one time Payment  
**Mode 2:** Installment Plan



**15000/- + GST**

\* Bouquet courses will be offered

**FOR  
ADMISSION  
BOOKING  
AMOUNT**



**1<sup>st</sup>  
INSTALLMENT**

**40000/- + GST**

10 Days before  
Batch commencement



**40000/- + GST**

Before 3rd Month of  
course completion

**2<sup>nd</sup>  
INSTALLMENT**

**Note \* Admission Booking Amount is non refundable**



## BIRLA INSTITUTE OF MANAGEMENT TECHNOLOGY

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