



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



BATCH - 3

AI & ML FOR BUSINESS EXCELLENCE

10 Months, Live Online Sessions

IIM Kozhikode Executive Alumni Status

Overview

In today's data-driven era, Artificial Intelligence (AI) and Machine Learning (ML) are disrupting and transforming virtually every business process across industries. AI & ML have the combined capability to analyse big data, spot patterns, get insights, and help make smart data-driven decisions in real-time. In a cost-sensitive, fragmented and customer-centric business landscape, *legacy thinking* can no longer help you stay relevant. Future-ready business leaders will use AI & ML as a strategic capability towards improved business automation, efficiency and agility. Will you be one of them?

The **AI & ML for Business Excellence** programme from the Indian Institute of Management Kozhikode (IIM Kozhikode) explores in detail latest AI & ML concepts along with their applications in real-world business scenarios. The industry-oriented curriculum will help develop your ability to integrate AI & ML into your business, transform your strategic, scientific and operational decision-making, and gain a sustainable competitive edge as a future-ready business.

Starts On

March 30, 2022*

Duration

10 Months

Format

Live Online Sessions

Programme Fee

INR 1,65,000 + GST

**Begins with an introduction to the platform*

How do we prepare you to become an industry-ready professional?

Grasp the role of AI & ML in creating business excellence, *without prior knowledge of programming*



Learn how to use algorithms and tools *to solve pressing businesses challenges across domains*



Understand how to analyse ubiquitous data *for making data-driven business decisions real-time*



Who is this programme for?

This high-impact programme is ideal for every professional who is keen to upskill in AI & ML and manage business transformation initiatives that are data-savvy and agile.

This programme is beneficial for:

- Mid and Senior Managers keen on gaining advanced AI & ML skills to drive team efficiencies and customer satisfaction
- Senior professionals aspiring to move into data/business analyst roles with an ability to manage AI & ML projects end-to-end
- Consultants looking to build their expertise in AI & ML for better client management
- Business heads and CXOs interested in integrating AI & ML into their corporate strategy to drive business growth
- Entrepreneurs exploring AI & ML to make their businesses more efficient, customer-centric and digital-ready

Benefits of AI & ML powered business processes



Complete increasingly complex tasks in less time



Automate business processes and make them agile



Work efficiently without human intervention



Speed up the decision-making process



Gain necessary insights through data analytics



Personalise user experience with customer-centric products/ services

Source: [Towardsdatascience.com](https://towardsdatascience.com/), 2020

Programme Highlights



Receive a Certificate of Completion from one of India's leading B-Schools (NIRF, 2021)



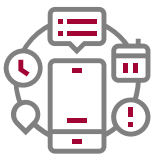
Learn from eminent IIM Kozhikode faculty and renowned industry experts



Experience high-impact learning with real-world case studies and gain actionable insights



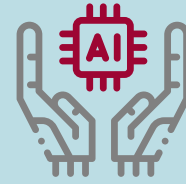
Be eligible for the lifelong Executive Alumni Status and expand your professional network



Explore in-demand AI & ML tools and techniques for generating data-driven business insights



Learn via a hands-on capstone project and get practical exposure to AI & ML project management



By 2025, AI will be an integral part of every business in India and will be a driving force for innovation at scale and superior business value.

Source: IDC, 2020



Programme Coordinators



Prof. Anjan Kumar Swain

Professor,
Information Systems

Professor Swain has a PhD from the University of Sheffield, United Kingdom. His research interests include managerial implications of state-of-the-art methods of digital transformation, blockchain technology, artificial intelligence and other upcoming technologies. His publications are in the fields of mathematical modelling, Space Robotics, AI-based methods for decision-making, and multi-criteria decision-making, amongst others.

Recent Publications:

1. *Application of AHP in partner selection for innovation in strategic alliances*, Int. J. Business Innovation and Research, Vol. 19, No. 4, 2019.
2. *Does Robotic Process Automation (RPA) bring efficiency in Audit process?*, 17th AIMS International Conference on Management, Jan 2-4, 2020.



Prof. M. P. Sebastian

Professor & Area Chair
Information Systems

Professor Sebastian received both his masters and PhD degrees from the Indian Institute of Science, Bangalore. His research interests include artificial intelligence, machine learning, cybersecurity, enterprise and cloud computing, healthcare ICT, etc. He has guided 10 PhDs and is a PhD Examiner of many reputed institutions including NTU Singapore, IIT Bombay and IIT Madras.

Recent Publications:

1. *Building Semi-Intelligent Web Cache Systems with Light Weight Machine Learning Techniques: Admission Control and replacement*, Computers and Electrical Engineering (Elsevier), Vol. 39 No. 4, May 2013, pp. 1174-1191.
2. *Assessing the adoption of a home health provisioning system in India: An analysis of patients*. Health Policy and Technology (Elsevier), March 2016, pp. 74-83.

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

The single biggest hurdle standing before most businesses is *legacy thinking* (...this is how we have done it in the past). IIM Kozhikode's distinguished faculty will inspire you to break the mould and will guide you in leveraging AI & ML for improving business efficiency, growth, customer satisfaction, and ROI.

Programme Modules

MODULE 1: TECHNOLOGY OVERVIEW AND FUNDAMENTALS

- Introduction to AI & ML Technologies/ Applications
- Understanding the Technology Landscape - Tools & Platforms for organisations to deploy AI & ML solutions
- Importance of Data - Where to find it, how to store, manipulate, and attribute it
- Statistical Foundations
- Python for AI & ML
- Storytelling with Data: Visualisation Techniques (Python, Excel)
- Automation and AI

MODULE 2: UNBOXING ML AND ITS APPLICATIONS

- Supervised Learning
- Unsupervised Learning
- Ensemble Techniques
- Recommendation Systems
- Reinforcement Learning

MODULE 3: UNBOXING AI AND ITS APPLICATIONS

- Neural Networks
- Deep Learning & Visualisation
- NLP
- Text Analytics (Sentiment Analysis, Social Media Analytics)

MODULE 4: AI & ML FOR BUSINESS EXCELLENCE

- Digital Transformation with AI & ML
- Creating an AI & ML Strategy for your organisation - Link to strategic goals, business model fit, ROI, success measure, data requirements
- Implementation and Change Management Considerations
- Managing AI & ML projects and teams
- Applications of AI & ML in Marketing, Sales, Finance, Operations, Supply Chain & Human Resources
- Data Governance, Legal and Ethical Issues
- Future of AI & ML in business

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

Steps to perform an AI & ML task



Collecting the data



Preparing the data



Training a model



Evaluating the model



Improving the performance

Source: Analytics India Magazine, 2020

Capstone Project

The mandatory capstone project will enable you to apply your programme learnings in a real-world business use case. You can select a suitable domain for practical exposure in AI & ML project management from proposal, ideation, design, deployment, and monitoring. Guided by faculty and industry experts, gain a hands-on understanding of how AI & ML techniques and frameworks can improve business efficiency, profitability, and customer satisfaction.

Real-world Case Studies

Wattpad by John Deighton and Leora Kornfeld (HBS Case Study)

How to run a platform to match four million writers of stories to 75 million readers? Use data science. This case describes the challenges of matching readers to stories and of helping writers produce better stories by supplying feedback on their chapters as they write, all by processing a billion data points daily. Learn how Wattpad acquired new customer groups despite algorithms having a bias to replicate the tastes on which they are trained.

Osaro: Picking the best path by William R. Kerr, James Palano and Bastiane Huang (HBS Case Study)

Osaro saw the potential of deep reinforcement learning to allow robots to be applied to new applications and targeted warehousing for its initial product—a system which would allow robotic arms to “pick and place” individual items into boxes that would be shipped to consumers. Despite receiving significant attention in the robotics space, the problem of universal “picking” had not been solved. Osaro believed deep reinforcement learning was the key to fixing this.

Voice War: Hey Google vs. Alexa. Vs Siri by David B. Yoffie (HBS Case Study)

By early 2018, voice-controlled intelligent assistants had become a major new front in the battle between the giants of the technology sector. Google faced stiff competition from first-mover Amazon's Echo of devices, which were powered by its intelligent assistant, Alexa and Apple, whose intelligent assistant Siri had long been a staple of its mobile devices. Alphabet devised a strategy for Google Assistant, which helped the voice assistant fit in with its larger portfolio of products and services.

Xoxoday.com: Customer engagement through social media by Sana Ansari, Sumeet Gupta and Manojit Chattopadhyay (Ivey Case Study)

Xoxoday.com was an online marketplace for experiential gifting. The company started by offering social gifting and selecting corporations as its target market. In 2013, the company decided to cater to both the business-to-business and business-to-consumer markets and entered the niche sector of experiential gifting. The value proposition of the start-up was to provide the best gifting solutions for customers while delivering an experience that would build memories which was accomplished through the power of social media and a unique digital experience.

Learning Outcomes

With AI & ML finding applications across sectors from healthcare, to digital finance to logistics, there are ample opportunities for skilled job seekers to explore. Are you ready to become proficient in AI & ML to lead business excellence?

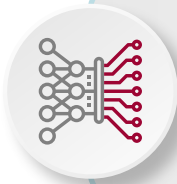
Joining this programme will enable you to:



Develop a core understanding of AI & ML concepts and its business applications across sectors



Gain exposure to the latest algorithms, tools, techniques, and frameworks used in AI & ML for solving real-world business challenges



Explore the impact of these technologies on business outcomes across functions and domains



Understand data and how AI & ML can be leveraged to create a data-driven organisation

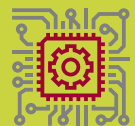


Gain hands-on learning in identifying, defining, designing, implementing & monitoring AI & ML projects

Top AI & ML trends



Growing role of AI & ML in Hyper Automation



Bringing discipline to AI development through AI engineering



The intersection of AI & ML with IoT



Increased use of AI & ML for cybersecurity applications

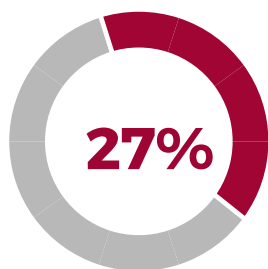


Persistent ethical questions around AI technology

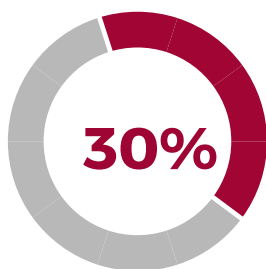
Source: INDIAai, 2020

Past Participant Profiles

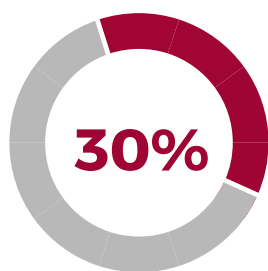
Work Experience



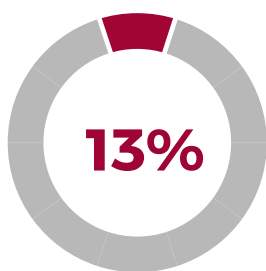
<=10 Years



11 to 15 Years

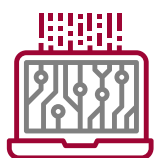


16 to 20 Years



21+ Years

Industries



36%

IT & Services



13%

Banking and Finance



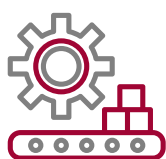
11%

Telecommunications



4%

Healthcare



6%

Manufacturing



30%

Others*

*Others include Consulting, E-commerce, FMCG, and Retail, amongst others.

**DID
YOU
KNOW**

Almost 98% of Analytics jobs advertised in India are full-time, signifying the strengthening of the Indian Analytics hiring market.

Source: Analytics India Magazine, 2020



Certificate

Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components and maintaining a minimum attendance of 75%. Participants who are unable to clear all evaluation components, but have a minimum attendance of 75% shall be awarded a participation certificate.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.

IIM Kozhikode Executive Alumni Status

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode Executive Alumni Status. These participants will subsequently receive the alumni registration details from IIM Kozhikode.

Note: Note: The Executive Alumni benefits are subject to the discretion of IIM Kozhikode.

Eligibility

- Graduates (10+2+3)/ Diploma Holders (only 10+2+3) in any discipline from a recognised university with minimum 1 year of work experience (after graduation or diploma) as on Mar 30, 2022
- This course makes extensive use of the technology, and tools, students should have aptitude to learn the same

Evaluation

There will be periodic evaluations built-in throughout the programme at regular intervals. These may be in the form of quizzes, case study analysis, capstone project presentation, performance in the simulation or other objective/ subjective assessments. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. The participants will have to secure the minimum pass marks considering all evaluation components.



Programme Details

Programme Fee INR 1,65,000 + GST

Instalment Schedule

	Remarks	Amount
Booking Amount	Within 7 days post selection	INR 17,000 + GST
Instalment I	Apr 6, 2022	INR 33,000 + GST
Instalment II	Jul 5, 2022	INR 66,000 + GST
Instalment III	Oct 5, 2022	INR 49,000 + GST

Note:

- The actual programme schedule will be announced closer to the programme start
- In case a programme session corresponds with a public holiday, the session would be held on the following day
- GST (currently @ 18%) will be charged extra on these components
- Postage charges for books and study materials sent to locations outside of India will be paid for by the student.

Round-wise Application Dates

	Application Fee	Dates
Round 1	INR 1,500 + GST	Jan 20, 2022
Round 2	INR 2,000 + GST	Feb 21, 2022
Round 3	INR 2,500 + GST	Mar 22, 2022
Round 4	INR 2,500 + GST	Apr 4, 2022

Note: Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.

Programme Schedule

Academic Orientation

April 10, 2022

Live Online Sessions

3 Hours/ week

Sunday, 6:45 PM to 9:45 PM

Programme Application Link

[Click here](#) to apply to the programme.

Finance options available.

[Click here](#) to learn more.

For more information, please email us at: iimk@eruditus.com

Note: Some sessions with faculty and/or industry experts could be rescheduled at a different time, depending on exceptional circumstances.



Application Requirements

Applying to the programme? We suggest you keep the following 3 documents ready.

1. Your Photo ID Proof:

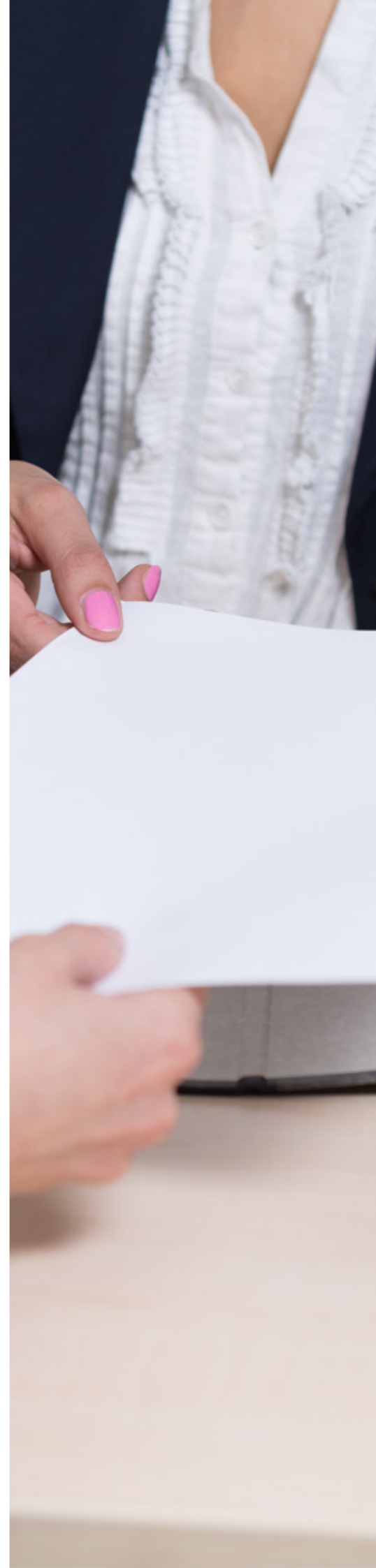
- You can submit a scanned copy of **ANY ONE** of: PAN Card or the first two pages of your Passport.

2. Your Graduation/Degree:

- You can submit a scanned copy of **ANY ONE** of: Degree certificate, provisional Degree certificate, marks transcript or score transcript.

3. Your Work Experience Certificate:

- You can submit scanned copy(ies) of document(s) which demonstrate that you have the minimum work experience required by the programme.
- You can confirm the minimum work experience requirement of a programme under the heading '**Eligibility**' in the brochure or the programme website
- Examples of documents you can submit are joining letter, relieving letter, Bonafide work experience letter from your HR, salary slips etc.
 - These documents must be issued by your company.
 - Please ensure that the document(s) you submit contain a **date of joining** and a **date of leaving** or a **statement** about the **number of years** you have worked at the company.



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.



About IIM Kozhikode

IIM Kozhikode ranks 15th in Asia Pacific and #101+ globally in the QS World University Global Executive MBA Rankings 2020. Since its inception, IIM Kozhikode has successfully carved its niche in the area of management education, through a judicious blend of academics and real-world practice. The Institute continually adapts to the rapid influx of changes in the Indian business landscape by providing cutting-edge Management Development Programmes with innovative pedagogy and content to impart industry-relevant knowledge and skills to its executive education participants. Last year, IIM Kozhikode trained more than 3,400 executives through a wide gamut of programmes uniquely crafted for agile minds interested in thought-provoking questions and learning centred on business transformation and growth.

About Eruditus

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and Emeritus. Our world-class executive education programmes, supported by eminent programme experts, provide an immersive learning experience integrated with actionable insights and practical business applications. The meticulously curated programmes are delivered in a different range of formats; in-class, online, as well as blended programmes. Our extensive portfolio also includes short 2-4 day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.



Apply for the programme here

APPLY NOW



WhatsApp an Advisor On +91 7208889990*

** This number does not accept any calls. Please message your queries.*

For registration and any other information,
please get in touch with us at iimk@eruditus.com



In collaboration with

ERUDITUS
EXECUTIVE EDUCATION