

IBM



IBM Business
Analytics Lab

Initiative of the Career Education Program

In collaboration with:
Lloyd Business School, Greater Noida



Executive Programme in

DATA SCIENCE & ARTIFICIAL INTELLIGENCE [AI]

In Association With IBM
(Working Professional Programme)



PROGRAMME DURATION: 9 MONTHS (ONLINE)
Start Date: 15th December, 2024

MESSAGE FROM OUR LEADERS



From His Desk :

“The essence of true education is not only to facilitate the students with tools to attain success in life but also to engrain values and skills in them.”

We, at Lloyd, work to incorporate the principles of modesty, compassion coupled with idea to effectuate innovation, growth and excellence. The curriculum of the program is industry oriented. Academic rigor is reflected in the course design and delivery of this program and I believe infusing technology into the management program will create futuristic jobs.

Various pedagogic tools help our students develop not only a holistic business perspective but an ability to seize opportunities in a competitive business environment. At the same time they remain committed towards the betterment of the society.

LBS is supported by state of the Art Infrastructure and coupled with industry oriented curriculum based on real life practical training. Academic rigor is reflected in the course design, delivery of academics and dedicated team of faculty members, equipped with right mix of industry-academic-research experience.

Members of faculty are involved in their pursuit of developing and disseminating knowledge through teaching, research and consulting. Lloyd Business School welcomes you to join us to realize your full potential under our able guidance.

Manobar Thairani
President

As technology continues to advance at a frenetic pace and world becomes increasingly unpredictable, there is change everywhere.

And not just change mandated by the AI & IT but change that Mother nature keeps challenging us with - floods, draughts, tsunamis and the deadly pandemics like Covid 19. During the 2 years of standstill of Covid, the vacuum cleaner salesman had no sales. He could neither visit his prospects, nor give them a demo. He analyzed this & worked out a plan. He contacted his earlier buyers, interacted with them on FaceTime & based on trust relationship he had established with them, sought their experiences and with their permission, stand these FaceTime conversations with his prospects. He needed new skills: mobile skills, tact, networking & confidence.

Skills not taught in the post graduate management programme. More & more employers are moving beyond degrees and job titles to focus more on the skills the changing business environment needs.

So perhaps this is the time to redress this short coming with a new look at one B-school environment and incorporate technology-based education.

Lloyd Business School is fully prepared for opportunities that the 4th Industrial Revolution is offering which emphasizes the interconnections of machines & systems to achieve optimal performance & productivity gains, which is the aim of any business.

Industrial revolution 5.0 is said to take it a step further. By this, fine tuning is created b/w human & machines, a collaboration b/w automated technology's ultra-fast accuracy and human's intelligence & creativity.

PGDM-5.0 at Lloyd Business School focuses on use of modern cutting edge technologies like AI, IoT, Big Data, Cloud Computing, Block Chain, Digital twins along with training the management students with leveraging human creativity & intelligence.

Preparing you not only for today but ensuring a futuristic career for you as well. I extend a warm welcome to all management aspirants for admission 2023. May the best ones get selected at Lloyd!



Prof. (Dr.) Vandana Arora Sethi
Chief Strategy Officer & Head of Growth at Lloyd

IBM : Program Introduction Note



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We are thrilled to partner with Lloyd Business School to bring you this unique executive education program, designed to empower leaders with the skills and insights needed to thrive in today's dynamic business environment.

At IBM, we believe that innovation is fueled by continuous learning and adaptability. This program will equip you with cutting-edge knowledge in areas such as artificial intelligence, data analytics, and digital transformation. Our expert faculty and industry leaders will guide you through practical case studies, interactive workshops, and collaborative projects. As you embark on this journey, we encourage you to embrace curiosity and collaboration. Your participation is not just an investment in your career, but a commitment to leading change in your organization and beyond.

We look forward to an exciting and enriching experience together!

Best regards,
IBM Team

ABOUT LLOYD BUSINESS SCHOOL

Established in 2008, Lloyd Business School spans 10 acres within Greater Noida, Delhi-NCR, offering a comprehensive educational experience. Approved by AICTE under the Ministry of HRD, Government of India, it emphasizes blending theoretical knowledge with practical application to nurture highly skilled management professionals. The flagship two-year full-time PGDM program covers diverse specializations like Business Analytics with IBM, Supply Chain Management with SafeEducat, BFSI with NSE Academy, Human Resource Management with Manpower Group, and Entrepreneurship supported by Lloyd Technology & Business Incubator (LTBI) in collaboration with partners like AIC-BIMTECH and TERI School of Advanced Studies. Industry-oriented certifications enhance graduates' employability, complemented by robust contributions to research and development through management and faculty development programs. Lloyd Business School strives for excellence in knowledge acquisition and dissemination, aiming to continually elevate educational standards.

Centre of Excellence (CoE) in Data Analytics , AI and Emerging Technologies at Lloyd Business School

Lloyd Business School has established a robust focus on Business Analytics and AI within its PGDM program, in collaboration with IBM since 2017. Over the past five years, the school has successfully provided specialized training aimed at equipping students with advanced skills and practical insights essential for excelling in data-driven decision-making. Leveraging partnerships with over 20 leading data analytics firms, the school has developed a curriculum aligned with industry standards and cutting-edge analytics technology.

Students benefit from a hands-on learning approach through practical projects, case studies, and workshops conducted in the advanced IBM Lab, designed to tackle real-world business challenges. The program emphasizes integration with industry practices, offering internships, expert-led guest lectures, and networking opportunities across diverse sectors.

Recognized among the top 20 Best Data Analytics courses by the much reputed Analytics India Magazine, Lloyd Business School stands out as the sole representative from North India in this esteemed ranking. The Business Analytics specialization combines rigorous academic training with extensive industry exposure, preparing students comprehensively for careers in the evolving field of analytics.

Supported by Centers of Excellence from Celebal Technologies and Trident Technologies, and strong collaborations for AI initiatives, the school empowers students with the knowledge and practical skills necessary to lead IT and analytics initiatives in the future.



PROGRAM OBJECTIVES

The Objectives Of the Long -distance Executive Program in Data Science and AI at Lloyd Business School in association with IBM , is designed to Equip Working Professionals with the necessary skills and knowledge to Excel in these rapidly evolving fields like Business Analytics, Machine Learning, Generative Ai, Cloud Computing, Data Visualization, Predictive Analytics, Financial Modelling, Marketing Analytics And Operation Management. . Here are the Key Objectives:

Comprehensive Understanding:

Provide students with a thorough understanding of the fundamental principles, methodologies, and algorithms used in Data Science and Artificial Intelligence.

Hands-on Experience:

Offer practical, hands-on experience through projects, case studies, and lab sessions that apply data science and AI techniques to real-world problems.

Industry Relevance:

Align the curriculum with industry standards and best practices, ensuring graduates are well-prepared for the demands of the job market.

Collaborative Learning:

Foster a collaborative learning environment by integrating industry partnerships, expert lectures, and workshops to enhance practical knowledge and industry insights.

Specialized Tracks:

Offer specialized tracks or concentrations within Data Science and AI, allowing students to deepen their expertise in areas such as machine learning, natural language processing, computer vision, and big data analytics.

Career Readiness:

Prepare graduates for successful careers in a variety of sectors including technology, finance, healthcare, and e-commerce, where data-driven decision-making and AI solutions are increasingly essential.

Innovation and Entrepreneurship:

Encourage innovation and entrepreneurship by supporting initiatives that leverage data science and AI technologies to create new business opportunities and solutions.



TRAINING BY IBM SME

About the Program

The synergy between Business Analytics and AI indeed marks a pivotal shift in how organizations harness data for decision-making and innovation. The statistics you provided underscore the rapid growth and widespread adoption of these technologies across various sectors. Business Analytics, fuelled by statistical methods, empowers organizations to extract actionable insights from data, driving informed decision-making.

This 9 months rigorous program provides a practical approach into Business Analytics and AI domain, learners can gain hands-on experience and exposure to cutting-edge technologies. The curriculum covers essential tools like Excel and SQL, as well as programming fundamentals and statistical computing, which are crucial in today's data-driven business environment. The emphasis on practical training through hands-on projects and live interactive sessions with experienced instructors is particularly valuable, as it provides learners with real-world skills and experiences. Overall, this program provides a tailored approach to meet the demands of a successful career in business analytics.

COURSE DURATION - SPREAD OVER 9 MONTHS

Mode of Delivery : Online Classrooms And Campus Modules at Lloyd & IBM

Frequency of Program : Twice a Week (Saturday & Sunday)

Classes Schedule -10am -1pm (Online)

Key Features of the Program

- Delivering the curriculum through live online classroom sessions led by seasoned industry experts adds another layer of value to the program
- Masterclass delivered by faculties from premier institutes like IITs and NITs
- Certificates for IBM courses and industry masterclasses by IBM experts
- Opportunity for campus immersion program for doubt and hands on classes
- Work on 25+ hands on industry-relevant projects and 3 industry oriented capstone projects
- Inclusive of certifications (advance: Cognos Analytics, Predictive Analytics, Design Thinking etc) from IBM
- One week campus campus immersion program with 3 days at IBM and Lloyd
- Job Assist help for hiring in companies
- Opportunity to earn "Executive Alumni Status" from Lloyd Business School
- Exclusive hackathons and "Career Profiling" sessions by IBM

Program Outcomes



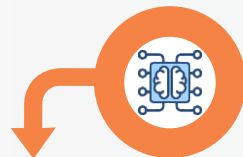
Gaining proficiency in Excel for data analysis and decision-making



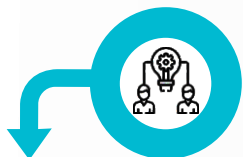
Developing proficiency in Power BI for data story telling and visualization



Leveraging Tableau to create insightful data visualizations



Exploring Machine Learning in Business Process Development



Understanding basics in Python



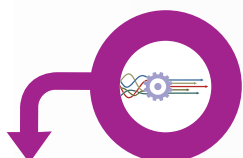
Fundamentals in Predictive Analytics



Gaining proficiency in database management systems for data management



Qualitative Analysis Text and sentiment analytics



Understanding database structures and modelling techniques



Deep Dive neural networks for AI models



Developing the ability to write and execute Python programs for data visualization



Project Management Skills with Agile methodology and JIRA tool



Insights into Generative AI for Business Applications

Who is this Program Ideal for?

This program is tailored for working professionals from a variety of industries and backgrounds. Aspiring professionals of any educational background can be part of this professional course who have an analytical bent of mind. The business domain from which professionals can undertake the program are:

- Healthcare • Finance: • Retail • Manufacturing • Telecommunications • Transportation and Logistics
- Energy • Marketing: • Education • Sports • Insurance: • Hospitality

We welcome professionals who have the desire to

Upgrade effectiveness in their current role

Transitioning into the data analytics roles in their organization

Advancing their career in the data analytics field

People with entrepreneurial aspirations

Skills Covered

Generative AI

Business Analytics

ETL

Python

Statistical Analysis using Excel

Data Modeling

Data Visualization with Tableau and Power BI Tools

SQL

Marketing Analytics

Financial Analytics

HR Analytics

Capstone project

Tools Covered



IBM Cognos Analytics

IBM SPSS
MODELER



IBM Watson



Power BI



ANACONDA



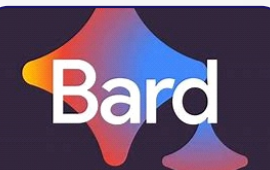
NumPy



python + pandas



MySQL



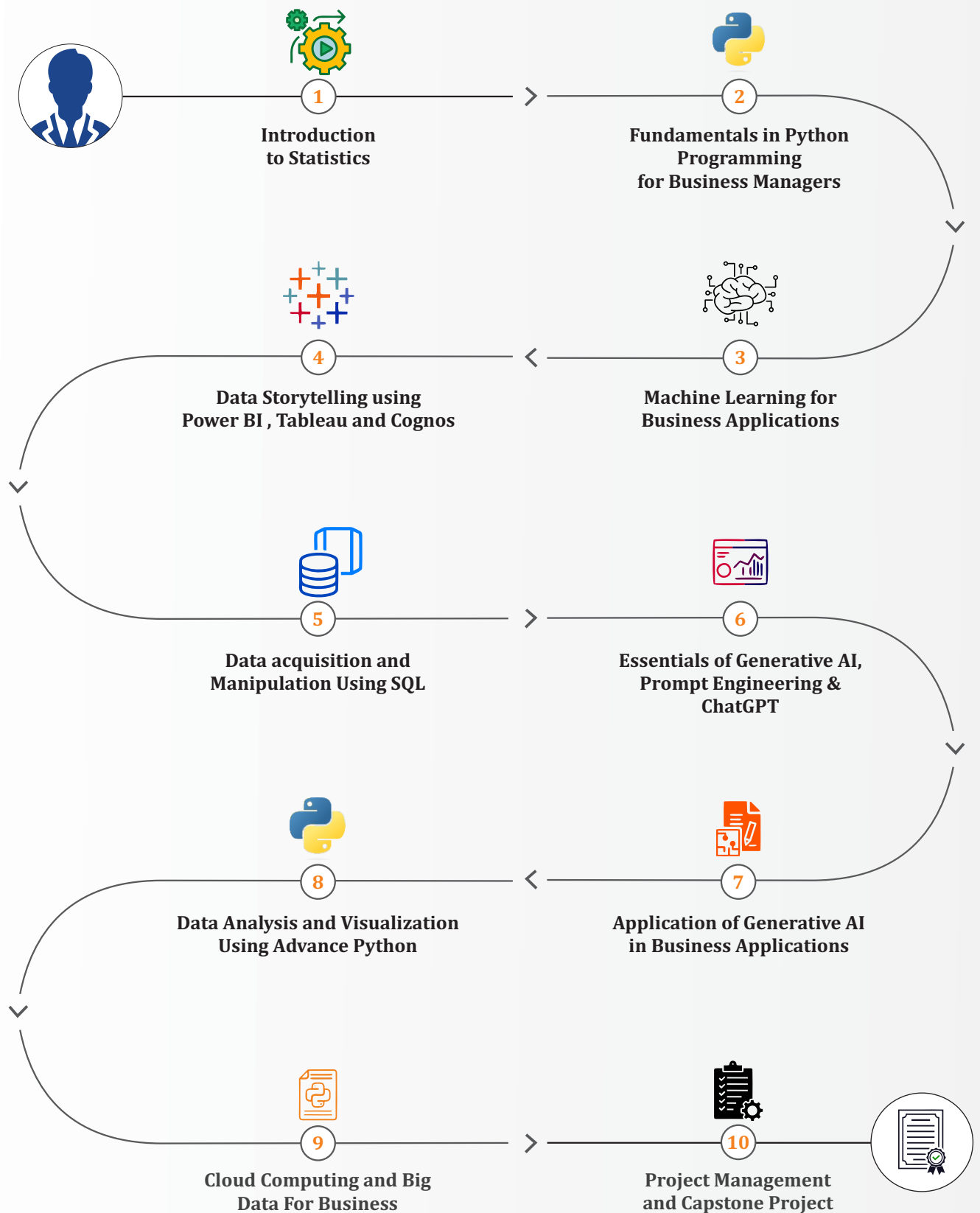
Bard



+ a b l e a u

LEARNING PATH: THE 9 MONTH COURSE

CORE TOPICS



PROGRAM DETAILS:

- **Duration:** The program spans 9 months, totalling 380 hours of learning. This includes 300+ hours of live sessions and 80 hours dedicated to self-study and project work.
- **Schedule:** Classes will be held every Saturday and Sunday (10 :00 am to 1 :00pm)
- **Academic Structure:** The program is structured into 30 credits across 3 trimesters, each lasting 3 months.
- **Practical Focus:** Students engage in a comprehensive project, integrating theoretical learning with practical application.
- **Curriculum:** All courses are compulsory, providing a well-rounded education in Data Science and AI.
- **Expert Instruction:** Lectures are delivered by IBM Certified Faculty from Lloyd and IBM Subject Matter Experts (SME)

Hours				Subjects	Credit	Delivery Responsblty
Term	Coururse	Classroom	Lab	Total		
1(100hrs)	80Hrs	20Hrs	100Hrs	Statistics for Business	2	Institute Faculty
				Python Programings for Analytics	3	Institute Faculty
				Data Base Management Systems (DBMS)	2	Institute Faculty
				Business Intelligence with Data Visualization	2	IBM and Institute Faculty
2(150hrs)	110Hrs	40Hrs	150Hrs	Introduction to Machine Learning	2	Institute Faculty
				Data Science	2	IBM
				Cloud Computing	3	Institute Faculty
				Big Data Applications	2	IBM
3(130hrs)	110Hrs	20Hrs	130Hrs	Natural Language Processing	2	Institute Faculty
				Deep Learning	3	Institute Faculty
				Artificial Intelligence and Generative AI	3	IBM
				Term Project	2	IBM
Total	300Hrs	80Hrs	380Hrs	11 Courses + 1 Term Project	30	

ADMISSION DETAILS

Last date of application
30th November, 2024

Commencement of classes
15th December, 2024

Program Fees

Admission Fee Non-Refundable
Program Fee with GST

2,000/-

90,000/-

SCHEDULE OF PAYMENT

Term Breakdown

- Duration:** 3 months per term
- Payment Structure:** Payments can be made in installments at the beginning of each term.

Payment Schedule

1. Term:	2. Term:	3. Term
Amount Due: 50,000/- Due Date: At the start of Term 1	Amount Due: 40,000/- Due Date: At the start of Term 2	Amount Due: 35000/- Due Date: At the start of Term 3

**Loan and Financial Options are Available*

Eligibility Criteria For Admission to This Course



INQUIRE NOW:

Scholarships:

1. Merit-Based Scholarships

- Awarded to individuals with outstanding professional backgrounds, academic achievements, or leadership potential.
- Criteria may include years of experience, notable accomplishments, or relevant certifications.

2. Diversity Scholarships

- Aimed at promoting diversity within the program especially Women and Entrepreneurs

3. Corporate Sponsorships

- Companies may offer sponsorships for their employees to participate in the program.
- Encourage candidates to discuss potential support from their employers.

4. Early Bird Discounts

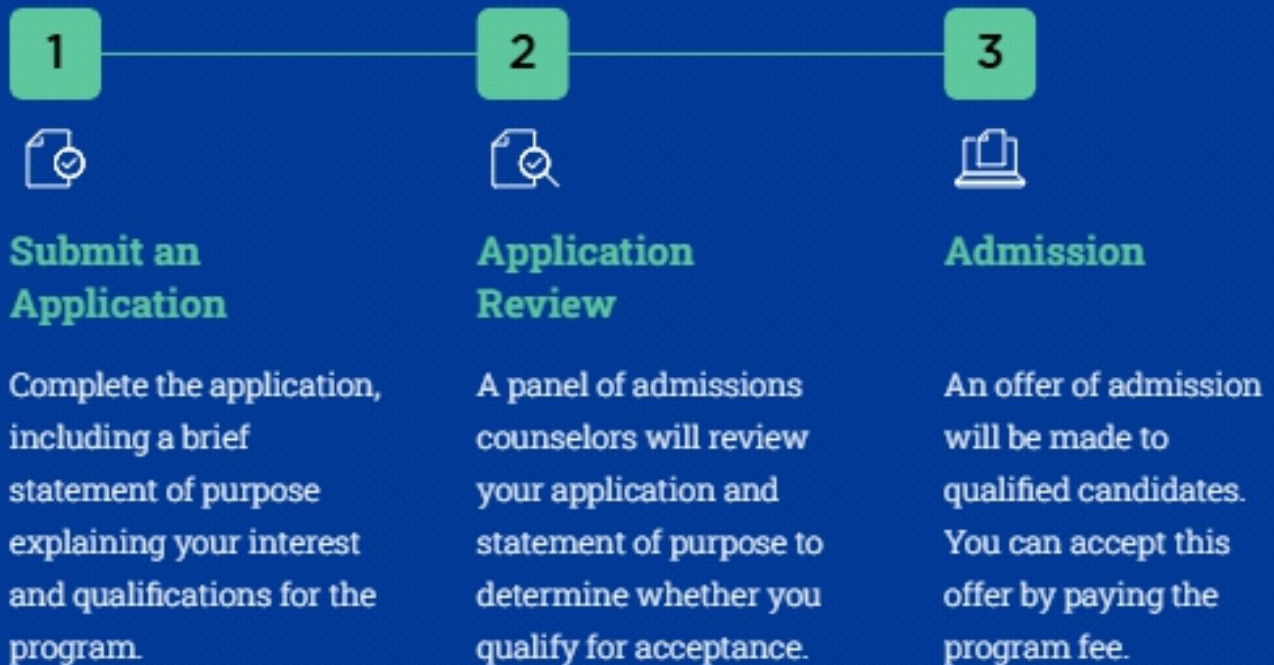
- Offer reduced tuition rates for those who apply by 10th November 2024
- This can function as a financial incentive while still being considered a scholarship-like option.

5. Alumni Scholarships

- Provide scholarships for alumni of Lloyd.

Application Process

The application process consists of three simple steps:



**Interview panel will have panelists from IBM*

Talk to Admission Counsellor: Our team is available to help you:

Answer your questions about the application process

Discuss financing options

Provide insight in to curriculum, program outcomes and more

PROJECTS

Here are some industry project for each of the specified tools and technologies:



1. Power BI

Sales Performance Dashboard:

Create an interactive dashboard to visualize sales data, track performance against targets, and identify trends across regions or products.

Customer Segmentation Analysis:

Use Power BI to analyze customer data and segment them based on purchasing behavior, demographics, or preferences.

2. Tableau

Supply Chain Analytics:

Develop a Tableau dashboard to monitor supply chain metrics, visualize inventory levels, and identify bottlenecks in the process.

Healthcare Data Visualization:

Analyze patient data to visualize outcomes, resource allocation, and patient flow within a healthcare facility.

3. SQL

Database Optimization Project:

Work on optimizing existing SQL queries and database structure for a business application to improve performance.

Customer Churn Analysis:

Use SQL to extract and analyze data from customer databases to identify factors contributing to churn and recommend retention strategies.

4. Generative AI

Content Generation Tool: Develop a generative AI model to automate content creation for marketing, such as blog posts, social media updates, or product descriptions.

Image Synthesis for Product Design: Use generative AI to create product design prototypes based on user inputs and preferences, helping streamline the design process.

5. Python

Predictive Analytics Model:

Build a predictive model using Python to forecast sales, customer behavior, or inventory needs based on historical data.

Web Scraping and Data Analysis:

Create a Python application to scrape data from websites, analyze it, and generate insights (e.g., pricing trends, product reviews).

KNOW YOUR FACULTY



Dr. Saumendra Mohanty possesses over 35 years of extensive experience in leadership roles within Global Technology MNC Companies, coupled with an impressive track record of 5 years in academics, focusing on teaching and research. He has made significant contributions as a Visiting & Adjunct Professor in esteemed institutions where he imparts knowledge in the fields of Data Science, Statistics, Artificial Intelligence, Machine Learning & Information Technology. Dr. Mohanty's rich background in academia and industry positions him as an accomplished professional with a profound impact on the realms of education, research, and technological innovation. Concurrent with current assignment in Corporate sector, a serial entrepreneur with successful exits from two Start-ups via Merger and Acquisition and

Dr. Neetu Bali Kamra is a highly skilled professional with a diverse background encompassing management, analytics, and technology. She holds master certifications in Descriptive Analytics, Predictive Analytics, and Design Thinking from IBM, demonstrating her expertise in data analytics and problem-solving. Currently, she occupies a techno-functional role in Business 5.0 augmentation, specializing in Human Resources (HR) processes and SAP Human Capital Management (ERP SAP-HCM).

Dr. Kamra is well-versed in Business Intelligence tools like Qlik, Power BI, and Tableau, enhancing her data-driven decision-making capabilities. With a strong research background from her doctoral program, she excels in conducting in-depth analyses. With 18 years of industry and academia experience, she brings



Mr. Mohit Agrawal is currently working as Associate Professor of IT and Analytics at Lloyd Business School. He carries a 15 year experience as a Faculty in Institutes of repute across Delhi and NCR. He carries a rich Industry Experience in Insurance, Banking and Retail Lending and has been associated with companies like Bajaj Allianz, ICICI Bank, Magma Fincorp and has handled the Credit Analysis wings for over 5 years. He has also been associated with Institutes like BML Munjal University, Galgotias University, FIIB (Delhi), Accurate Institute, Sriram Business School, Sharda University, IILM, AIMA and others as a resource person for various training and

Ms. Neha Issar is a proactive professional boasting over 8 years of experience in the field of Research Analysis, with more than 4 years dedicated to Academic work. Her expertise extends to training in various areas, including Database & Query Language, Data Science using R, Data Analytics for Business Decision-making, an Overview of Python, Management Information Systems, and Enterprise Resource Planning. Ms. Issar earned her commerce degree from Dr. B.R. Ambedkar University and holds a postgraduate diploma in Finance and Marketing from JIMS Kalkaji. She is currently pursuing a PhD in Management from Amity Business School. Her career journey includes serving as a Data Researcher at S&P Global Market Intelligence Pvt. Ltd., working on projects for prominent organizations such as Aditya Birla Group and Times Internet in et.com. She also held the position of Senior Manager Investor Relations at Opera Gratia Pvt Ltd. In addition to her extensive experience, Ms. Issar holds several valuable certifications, including IBM Spark and Scala certification, IBM



KNOW YOUR FACULTY FROM IBM

Profile



Pratyush Praveen

Pratyush is **Practice Manager**, in IBM Expert Labs for Data Science & AI and OpenPages at IBM India Pvt. Ltd. He is managing the delivery of multiple Data Science & AI and Open Pages projects.

He is ITIL® Certified. He has over 20 years of experience in the field of Analytics and has worked across geographies and industries.

He leads the elite team of experts on Data Science, Artificial Intelligence and GRC. His team works on different Data Science, AI and GRC (Governance, Risk & Compliance) products from IBM including IBM Watson, IBM Cognos Analytics, IBM Planning Analytics, IBM SPSS and OpenPages.

He has conducted multiple sessions on Analytics & AI. His virtual sessions can be found on IBM Cognos Mobile can be found on TechGig and on IBM Cognos Analytics on YouTube.

His sessions on Data Science and AI / Emerging Technologies have been well received at ICSI, IITs and IIM.

His prestigious customers are **American Express**, Australand, BILT, **Deloitte Australia**, FINO, **Infosys**, Shree Cement, **State Bank of India**, **UltraTech Cement**, **United Spirits Limited**, **HDFC** and **ICICI Bank**.

His team was one of the first ones to implement chat-bot for COVID-19, not only in India for CMR, ICMR, and others, but also across the globe in a record time.

He is shaping 2 projects with India's largest banks (one PSU and another private) on Data Science and AI.

He lives in Mumbai with his wife and a daughter

IBM Analytics



Hrishikesh Pathak

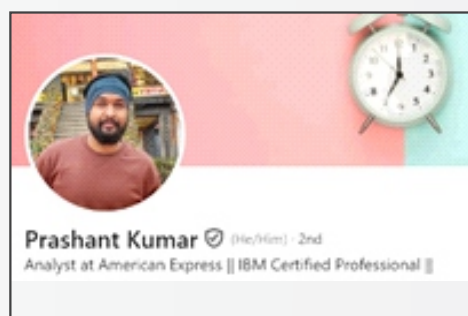
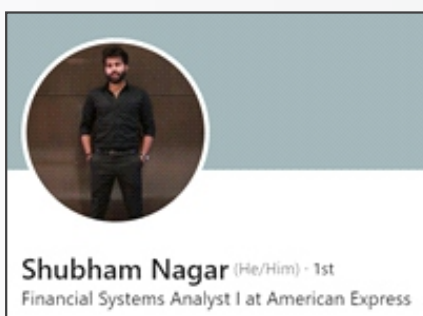
- Hrishikesh is a **Delivery Consultant** with **IBM Expert Labs**.
- He has over 11 years of experience and has delivered successful projects in the areas of Data Science, Machine Learning, AI and Optimization.
- He has advised clients on the architecture and implementation of IBM Software Products - IBM SPSS, IBM Watson Services, IBM Cloud Pak for Data, IBM ILOG CPLEX.
- He has conducted Corporate and University Training Sessions on Data Science, Machine Learning and AI.
- Key Clients : BHP (Australia), ICICI, State Bank of India, Central Bank of India, Sears (USA), CBIC, Tata Steel, Titan.





*Demo representation of the Join Certificate with IBM the participants will be issues

Our Alumnus from Business Analytics in industry





Registration Form

SDP Registration Form



<https://forms.gle/ok2fKZDvhprZKgEd9>

Payment Details

Registration fees can be sent via NEFT/RTGS/UPI Payment.
NEFT/RTGS LLOYD BUSINESS SCHOOL
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ICICI BANK, OMEGA 1, GREATER NOIDA - 201308
IFSC CODE - ICIC0002183



LLOYD BUSINESS SCHOOL

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