

In collaboration



In collaboration



# Artificial Intelligence: Principles and Techniques

Gain the knowledge and confidence to leverage Artificial Intelligence for competitive advantage

**July 11 - Aug 31, 2021**



A program designed to stretch your thinking



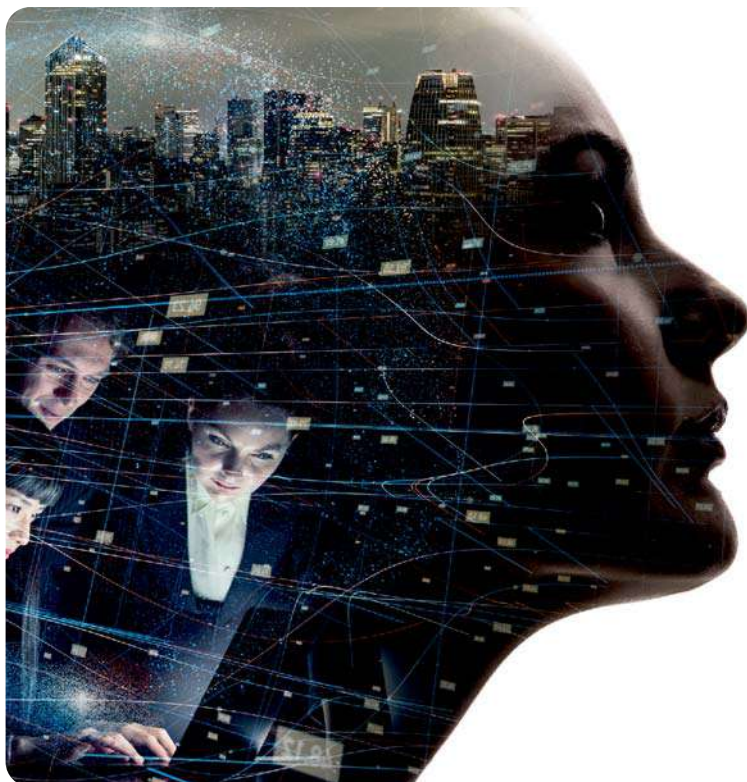
Connecting you to the best faculty worldwide



Delivered via live virtual teaching on the Igesia learning platform



Integrated with group work on real world projects



Attested with a record of participation from the  
**University of California, Los Angeles (UCLA) Extension**

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# About the Program

Artificial Intelligence (AI) has emerged as one of the most important disruptions facing business and society over the next several decades. The confluence of rapid progress in computation, big data and analytics has accelerated technological change and has introduced a new urgency into understanding the impact of AI on business, government and society.

Strategies regarding the effective application of AI to business need to be articulated and executed. There will be significant new opportunities as the underlying forces of AI disruption and value creation are leveraged. Succeeding in this rapidly changing world will require both a solid understanding of AI enabled products, services and business models and an inspirational leadership style to be bold, take risks and lead complex change.



**This program will be delivered by the best faculty from top schools worldwide.**

**The program will be led by a program coach who will lead you through live collaborative group work.**

**You will also get real-world insights from industry experts and practitioners.**

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# Key Learning Outcomes

The goal of this course is to provide an effective combination of theory and practice of AI. Lectures and case studies will provide a rich forum for in-class discussions. You will assemble key insights along three important dimensions:

## 1. Core AI technologies

The program will provide an overview of the key underlying technologies of AI along with an indication of forthcoming trends. No prior programming knowledge is required.

## 2. Innovative business applications of AI

Examples of innovative applications of AI in various sectors will be covered along with their strategic rationales and implementation challenges.

## 3. Human and societal implications of AI

AI for the good of all is a key theme as AI systems are deployed and trust in AI systems is engendered in society.

Upon completion of the program, you will be ready to apply your knowledge to lead strategic decision making to leverage AI technologies in your business.

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## Key Program Facts

- 01 5 interactive modules over 2 months for time bound learning
- 02 16 live lectures for enhanced experiential learning
- 03 Faculty from top global schools providing global perspective on key learning areas
- 04 Participation of industry experts offering multi industry insights
- 05 Customized company projects aimed at translating learning into deliverables
- 06 Dedicated Group Coach to lead you through the course and group work
- 07 Post-program alumni community access
- 08 Record of Participation from the University of California, Los Angeles (UCLA) Extension
- 09 INR 95,000\* per executive

\* +18% GST or taxes as applicable

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## Record of Participation

Upon successful completion of the course, you will be awarded a record of participation from the University of California, Los Angeles (UCLA) Extension





# Who should take this course?

This program is designed for a broad range of executives across industry sectors. Managers of all functions and senior executives can learn to effectively analyze, articulate and apply key AI management and leadership insights in their teams and organizations.

## **This program will benefit you if**

You are seeking to leverage the benefit of AI technologies in your function or business

You are interested to learn more about the leading trends in AI technologies such as machine learning, robotics and natural language processing.

You are keen to apply AI to drive business innovation and new product development

You want to use the power of AI to deliver more value to your customers such as through personalization and new value adding services.

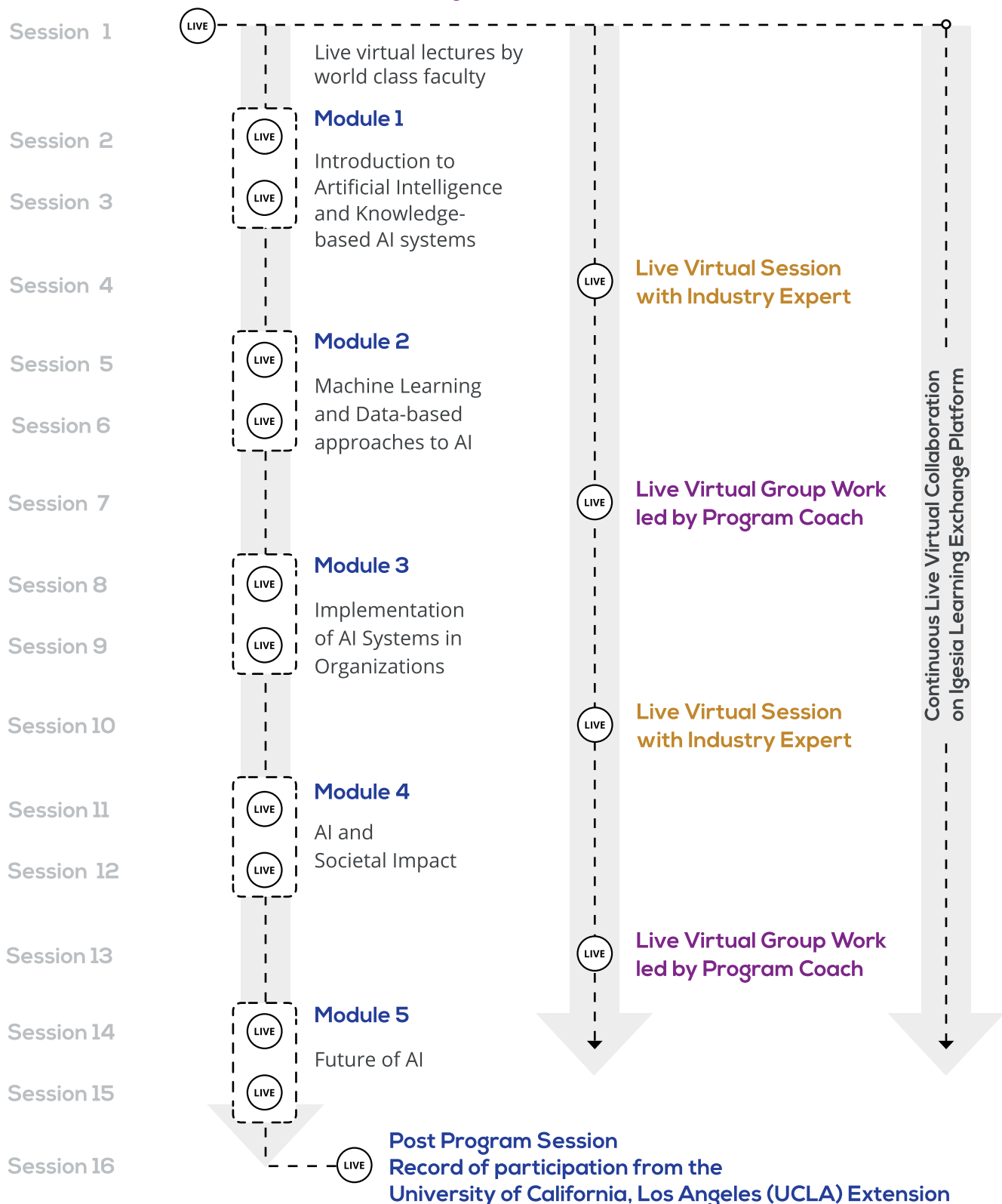
You are a senior executive wishing to create a strategy for applying AI within your organization.



# Program structure

During the program you will have the chance to learn from world class faculty through live virtual lectures delivered from the USA on the Igesia learning platform. You will interact with industry executives and better understand ongoing trends in Indian and global business. You will be given the opportunity to work in groups on projects of relevance to your business contexts.

## Orientation by Program Coach





## ORIENTATION MODULE

You will be welcomed to the program and start connecting with fellow participants in the program and get an overview of the forthcoming program. You will also start forming teams and start considering questions to explore in your customized project work.



## MODULE 1

### Introduction to Artificial Intelligence and Knowledge-based AI systems

This first module of the course will present a broad overview of trends and directions in AI, with a focus on knowledge based AI systems. Relevant technological approaches will be described and the limitations and strengths of their practical implications in different business domains will be explored.



### Live Virtual Session with Industry Expert



## MODULE 2

### Machine Learning and Data-based approaches to AI

Many of the impressive recent successes of AI have been enabled by the application of deep learning technologies. The application of data intensive approaches with machine learning in different sectors will be explored in this program module.



### Live Virtual Group Work led by Program Coach



## MODULE 3

### Implementation of AI Systems in Organizations

This module of the program will focus on how organizations can implement AI successfully to win in the competitive global marketplace. Firms have to creatively integrate the human and technological dimensions within an appropriate strategic and governance framework.



### Live Virtual Session with Industry Expert



## MODULE 4

### AI and Societal Impact

This module of the program will focus on how organizations can implement AI successfully to win in the competitive global marketplace. Firms have to creatively integrate the human and technological dimensions within an appropriate strategic and governance framework.



### Live Virtual Group Work led by Program Coach



## MODULE 5

### Future of AI

This concluding module of the program will focus on trends in core AI technologies and prepare you for disruptions that may occur over the next decade. You will explore how you can provide the vision and lead the change to help your organization to win in the world of AI.



## POST PROGRAM

### Record of participation from the University of California, Los Angeles (UCLA) Extension

+ Knowledge updates

+ Alumni Community

+ Social interactions



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## Faculty



### Professor Amit Basu

Professor Amit Basu is the Carr P. Collins Endowed Chair at the Cox School of Business at Southern Methodist University in Dallas, where he also chairs the IT and Operations Management department. Professor Basu has also been a faculty member at Vanderbilt University and the University of Maryland at College Park, and a visiting professor at INSEAD, the Vlerick Management School in Belgium and the Indian Institute of Management.

Professor Basu's research and teaching interests are in the areas of knowledge and data base systems, decision support systems, digital strategy, electronic commerce, and workflow management. He has published technical papers on these topics in a variety of leading publications, both major academic journals and business publications such as the Sloan Management Review and the Wall Street Journal. He has chaired the organizing committees and program committees for several international conferences and served on the editorial boards of the top academic journals in the Information Systems field. He served as the President of the INFORMS Information Systems Society in 2012 and 2013.

In addition to his research and teaching, Professor Basu has been a consultant and advisor to a number of private and public sector organizations, both in the USA and Western Europe, including Dow Corning, Cisco, Accenture, IBM, Belgacom, Merck, eTex, Leonidas, State Industries, the State of Maryland and the Government of Flanders in Belgium. He has also served as an expert witness in e-Commerce and IT, and as an advisor to several technology ventures. He received his Ph.D. from the University of Rochester, his M.B.A. from Southern Illinois University, and his B.Tech. in Electrical Engineering from IIT Delhi.

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## Faculty



### Professor Lutz Finger

Professor Lutz Finger is a Data Scientist in Residence at Cornell University. He runs the highly successful course “Designing Data Products” and is the author of the book “Ask Measure Learn.” Lutz heads up the predictions efforts in Google health. At Snap Inc. Lutz has built the data science and data analytics team. At LinkedIn Lutz has led the Economic Graph Challenge - an exercise where LinkedIn data is used to create innovative products. As co-founder and former CEO of Fisheye Analytics, a media data-mining company, he supported governments and NGOs with data insights. Fisheye Analytics was acquired by the WPP group. He has an MBA from INSEAD, as well as an MS in quantum physics from TU Berlin.



### Dr. Sriram Raghavan

Sriram Raghavan is Vice President for IBM Research AI. In this role, he has overall responsibility for establishing IBM’s research portfolio in artificial intelligence (AI) and overseeing the execution of this agenda across IBM’s research labs across the globe. Sriram also works closely with all of the commercial divisions in IBM to drive research advancements in AI into IBM’s software and services offerings. Prior to his current role, Sriram was the Director of the IBM Research Lab in India and the CTO for IBM in India/ South Asia. Sriram began his career in IBM at the Almaden Research Center in San Jose, California, USA where he led a variety of research efforts at the intersection of artificial intelligence (specifically natural language processing), large scale data management, business analytics, and distributed systems. Sriram is an alumnus of Stanford University, USA and the Indian Institute of Technology, Chennai, India.

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## Faculty



### Professor Soumitra Dutta

Soumitra Dutta is a Professor of Management at and the former founding dean of the SC Johnson College of Business at Cornell University, New York. He is the founder of the Global Innovation Index, published by the World Intellectual Property Organization and was the co-editor of the Global Information Technology Report, published by the World Economic Forum – two influential reports in technology and innovation policy. He is also the founder and President of Portulans Institute, a non-partisan nonprofit research and education institution based in Washington DC.

Dutta is on the global boards of Sodexo and Dassault Systemes. He is also a member of the Shareholder Council of Chicago-based healthcare consulting company ZS Associates. Dutta is a member of the Davos Circle, an association of long-time participants in the Annual Davos meeting of the World Economic Forum. He was the co-chair of the World Economic Forum's Global Future Council on Innovation Ecosystems. He is also the Chief Academic Advisor to the Artificial Intelligence Forum of the Confederation of Indian Industry.

## Faculty



### Professor Yorick Wilks

Yorick Wilks is Visiting Professor of Artificial Intelligence at Gresham College, London, Professor of Artificial Intelligence at the University of Sheffield, and a Senior Scientist at the Florida Institute for Human and Machine Cognition. He writes and researches in the fields of artificial intelligence and computer processing of language, knowledge, and belief, in particular on the possibility of software agents with identifiable personalities. He led the team that won the Loebner Prize for the best computer conversationalist in New York in 1997. He is a Fellow of the Association for Computing Machinery (ACM), and of the European and American Societies for Artificial Intelligence, a recipient of the British Computer Society's Lovelace Medal (for research); of The European Commission's Zampolli Prize, and of the Association for Computational Linguistics Lifetime Achievement Award in 2009. He has written or edited ten books of which the most recent (2019) is "Artificial Intelligence: Modern Magic or Dangerous Future?".

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## Faculty



### **Professor Nirmalya Bagchi** Ph.D MBA

Director General (i/c)

**Nirmalya Bagchi** is the Dean of Research and Management Studies, Director for PGDM, Professor, Centre for Management Studies at Administrative Staff College of India. He holds a PhD in Business Management and a Masters in Business Management.

He has been working with the Administrative Staff College of India since September 2006, first as an Associate Professor till October 2012 and after his promotion in November 2012, as Professor. He had worked as Lecturer in Indian Institute of Social Welfare and Business Management Calcutta.

At ASCI, Dr Bagchi has worked on important assignments sponsored by the Department of Science and Technology, Bill and Melinda Gates Foundation, Defence Research and Development Organisation, European Commission, UNICEF, Department of Administrative Reforms and Public Grievances, Reserve Bank of India, Sardar Vallabhbhai Patel National Police Academy (Ministry of Home Affairs), Ministry of Steel, Ministry of Skill Development and Entrepreneurship, Department of Scientific and Industrial Research, Department of Electronics and Information Technology, Commonwealth Secretariat, Department of Biotechnology, DoPT, TIFAC, ICFRE, CIPS, FMC, and INAE.

Each year he conducts Management Development Programmes on themes related to Innovation Management, Innovation Strategy, Technology Value Chains and R&D Management for scientists and technologists of the country.

Findings of one of his studies titled "Study to Identify Policy Measures for New Science, Technology and Innovation Policy, 2013", sponsored by the Department of Science and Technology, has been used to develop the new Science, Technology and Innovation Policy 2013 of the country.

Dr Bagchi has written books, book chapters, and academic papers. Dr Bagchi's current research interests are in the areas of innovation and its management, R&D management, economics of R&D and innovation, and strategic management of technology.

He has been trained on Statistical Methods and Applications from Indian Statistical Institute, Calcutta, on E-Governance by UNAPCICT, and on Executive Evaluation by UNICEF.

## Faculty



### Professor Karnak Roy

**Mr. Karnak Roy** is an Assistant Professor at Administrative Staff College of India. He holds a Masters in Business Management and a B.Tech in Computer Science and Engineering. He has completed PhD thesis submission at Calcutta University (CU), Calcutta.

He has been working with the Administrative Staff College of India since July 2014, first as a Project Consultant till January 2017, next as a Junior Research Fellow till January, 2018 and again as a project consultant till May, 2019. In June, 2019 he joined ASCI as an Assistant Professor. Prior to joining ASCI, he worked as an Assistant Professor of MBA in Seacom Engineering and Management College, Calcutta and at IBM as an Application Developer prior to joining Seacom.

At ASCI, he has worked on important science policy and evaluation studies sponsored by the Department of Science and Technology, Ministry of Steel, Department of Posts, Ministry of Health and Family Welfare, Bill and Melinda Gates Foundation and many.

Findings of one recent study where he actively took part as a consultant have been used in formulation of draft **"Scientific Research Infrastructure Sharing Maintenance and Network (SRIMAN) Policy"**.

#### **Important projects conducted by him**

- National Scientific Infrastructure in India: A Pilot Study
- Maternal and Child Health Deprivation in Maharashtra: A district centre level Analysis
- Innovation in Large Manufacturing Firms in India
- Study on Identification of Constraints to Growth of Technology based Start-ups in India:
- Third Party Evaluation of the Scheme on PRCs
- Evaluation of the Ministry of Steel Chair Professor & Scholarships scheme to undergraduate students pursuing study in metallurgical engineering
- Evaluation of the R&D Scheme of Ministry of Steel with financial assistance from Steel Development Fund

His area of interests are- Innovation Management, Science Administration and Research Management, Quantitative and Qualitative Evaluation Techniques, Quantitative Methods, Business Analytics and Management Information System.

# The Igesia Learning Experience Platform

Your learning and collaboration will happen within the Igesia Learning Experience Platform.

Within Igesia's unique integrated environment, you will be able to:



Access your readings and assignments



Message your faculty and course participants



Participate in discussions on specific course topics



Submit assignments and obtain feedback



Interact with world class faculty through live video lectures



Interact with program facilitators and seek help as needed



Collaborate on group projects through live video and chat interactions



Gain insights on emerging trends and techniques from prominent industry experts



Organise your learning journey using built-in project management system

## Technical Requirements

You will need a current email account and access to a computer (or smartphone) and the Internet. Igesia is a cloud based learning platform and you can access it from any device connected to the Internet. You should also be familiar with using basic software such as Adobe PDF Reader and Microsoft Office Applications (Word, Excel, Powerpoint). No programming knowledge is either assumed or required for benefiting from the course.





## About UCLA Extension

UCLA Extension is the continuing education division of University of California, Los Angeles (UCLA), headquartered in Westwood, a neighborhood in Los Angeles. Founded in 1917, UCLA Extension is part of the University of California system, and all courses are approved by UCLA. UCLA Extension is accredited, through UCLA, by the Western Association of Schools and Colleges. UCLA Extension offers more than 5,000 courses and more than 100 certificate programs.



## About ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,50,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2021-22.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations.



## About Igesia Academy

Igesia is a global learning and education company with headquarters in Ithaca, New York (USA) and offices in Gurugram, India. The Igesia Academy aims to deliver quality education in person, live virtual and blended mode and customized combinations to suit the learning needs.

Igesia Academy has a unique global repository of faculty from globally acknowledged 800 business schools, 900 liberal arts colleges and 400 engineering schools. The Academy connects the best faculty from world class universities to executives in India and other markets and offers customized courses on industry relevant and topical themes with certification from top global schools.

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# Bank details

**Bank details are given below:**

**For Indian Participants :**

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

**For Foreign Participants:**

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Country	India

**LAST DATE FOR NOMINATION**

Please use the prescribed/attached form. Last date for receiving nomination form is July 9, 2021. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

**LAST DATE FOR WITHDRAWAL**

July 9, 2021, Any withdrawals after this date will entail forfeiture of fee paid

**ASCI ALUMNI ASSOCIATION**

Participants of the College programmes will automatically become members of the ASCI alumni association.

**CERTIFICATE OF PARTICIPATION**

The College issues a Certificate of Participation on conclusion of the programme.

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## Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

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71 Espace, Nirvana Country

Gurugram, Haryana 122009



**asci**  
Leadership through Learning

## ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, T.S. (India)

Ph.: +91-40-66533000, 66534247 (Programmes Office),

Fax: +91-40-66534356 Email: [poffice@asci.org.in](mailto:poffice@asci.org.in), URL: <http://www.asci.org.in>

### Nomination Form

*Online Programme on*

## Artificial Intelligence: Principles and Techniques

July 11 - Aug 31, 2021

#### Nominee's Contact Information :

Name (Mr/Ms):	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
e-mail :	_____	Home :	_____
	_____	Fax :	_____

#### Sponsor's Details

Name of the Sponsoring Authority	_____	Designation	_____
Organisation :	_____		
GSTIN :	_____		
Address :	_____		
	_____	Pincode :	_____
Phone(s) :	(Off) : _____	(Mobile) :	_____
e-mail :	_____	Fax :	_____

#### Fee Particulars

Amount Payable :	Mode of Payment (NEFT / SWIFT) :
Name of the Bank :	Date of Transfer :
Instrument Number :	UTR Number for NEFT :

#### Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : Mr. G. Sreenivasa Reddy, Programmes Officer, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, Mobile: +91 9246203535; Email: [poffice@asci.org.in](mailto:poffice@asci.org.in)