

Programme on Data-Driven Decision-Making Using No Code AI/ML and Business Intelligence Tools

1. 10 - 15 June, 2024
2. 29 July - 03 Aug, 2024
3. 14 - 19 Oct, 2024
4. 02 - 07 Dec, 2024
5. 06 - 11 Jan, 2025

**Administrative Staff College of India
&
State Bank Staff College**

PROGRAMME OVERVIEW

The financial industry is undergoing a paradigm shift, where the convergence of advanced analytics, artificial intelligence (AI), and machine learning (ML) is reshaping client engagement. In this context, the programme titled “Data-Driven Decision Making Using No Code AI/ML and Business Intelligence Tools” emerges as a strategic response to the escalating demand for Relationship Managers (RMs) and Marketing & Sales Teams of banks to be experts in presentation skills and no-code AI and ML applications. As customer expectations evolve and competition intensifies, the imperative for RMs to make data-driven decisions has never been more pronounced. This programme is meticulously designed to empower RMs with skills essential for interpreting and leveraging vast datasets, employing AI and ML for predictive insights, and navigating the complexities of relationship management with a no-code approach. By bridging the gap between technical advancements and practical implementation, the course ensures that RMs are not only equipped to harness the power of AI and ML but also make it possible to use no-code platforms for streamlined presentation skills and customer satisfaction. Through this comprehensive curriculum, participants will gain hands-on experience in transforming data into actionable intelligence, allowing them to provide personalized services, mitigate risks, and elevate the overall client experience. The training programme will also focus on other marketing-related digital initiatives of the bank, like CRM (Customer Relationship Management), Data analytics in banking and Digital tools.

PROGRAMME STRUCTURE

The course will provide hands-on learning experience, ensuring participants gain a deep understanding of analytics concepts and their practical applications within the banking sector. The one-week program split between the SBI Staff College and ASCI Bella Vista Campus, is carefully designed to cover key aspects of business analytics relevant to various roles in the banking industry.

PROGRAMME CONTENT

- **Foundations of No-Code AI and ML**
 - *Understanding the principles and applications of no-code AI tools.*
 - *Extensive Hands-on sessions using Tableau, Power BI, SAP Hana, Orange*
 - *Harnessing ML for predictive analytics in client engagement.*
 - *Real-world scenarios and predictive modelling exercises using banking data.*
 - *AI and open-source tools for making effective presentation*
- **No-Code AI in Risk Mitigation**
 - *Using no-code AI for risk assessment and mitigation strategies.*
 - *Case studies on leveraging AI to enhance risk management in relationships.*
- **Digital tools**
 - *Working with Excel (V-Look up, Mail Merge, Etc.)*
 - *Effective Presentation Using Ms PowerPoint and AI Tools*

- **CRM (Customer Relationship Management)**
 - *Stack integration with traditional packages*
 - *Customer Profiling*
 - *Ring management*
 - *Leads management*
 - *Complaint management*
 - *Customer life-cycle*
 - *Digital marketing*
- **Data Analytics in Banking**
 - *Early warning signals*
 - *Customer churn*
 - *Business leads*
 - *Fraudpatterns*
 - *Operational efficiency*
- **Project Presentation**
 - *Focused Group Discussion.*
 - *Presentation and Discussion*

Throughout the programme, participants will engage in interactive sessions, hands-on exercises, and collaborative projects to ensure a practical understanding of utilizing no-code AI and ML for data-driven decisions in relationship management.

PROGRAMME DURATION AND DATE

One-week(6-days) intensive programme. Three-days each in SBI Staff College and the ASCI BellaVista Campus.

Five programmes will be conducted in the Financial Year 2024-25.

The dates are as follows

1. 10th - 15th June 2024
2. 29th July – 3rd August 2024
3. 14th -19th Oct 2024
4. 2nd - 7th Dec 2024
5. 6th - 11th Jan 2025

TARGET PARTICIPANTS

The programme is tailored for professionals within the banking and financial industry who are directly involved in client-facing roles. The target participants include:

1. **Relationship Managers (RMs):** Professionals responsible for managing and nurturing client relationships within the banking and other sectors, seeking to enhance their skills in leveraging no-code AI and ML for data-driven decision-making.

2. **Marketing & Sales Teams:** Individuals holding key positions in marketing & sales teams of different business units of bank, Home Loan sales team, Corporate salary package sales teams, current account sales teams etc.
3. **Product Managers:** Professionals responsible for banking product development, interested in leveraging AI and ML for product enhancement and customization based on client behavior.
4. **Other Innovation and Strategy Professionals:** Individuals involved in shaping innovation and strategic initiatives within the banking industry, seeking to incorporate no-code AI and ML into their strategies.

This programme is designed to empower these professionals with the skills and knowledge necessary to navigate the intersection of relationship management, advanced analytics, and emerging technologies, contributing to their success in client-focused roles within the financial sector.

PROGRAMME OUTCOMES

The programme will equip the participants with the skills and knowledge to excel in client-facing roles within the banking and financial industry. Upon completion of the programme the participants will be able

1. To develop an understanding of the principles and applications of no-code AI tools and machine learning.
2. To gain practical, hands-on experience through sessions focused on implementing no-code AI and ML tools in relationship management workflows.
3. To harness machine learning techniques for predictive analytics, enabling participants to anticipate client needs and optimize engagement strategies.
4. To acquire an overview of business intelligence AI tools, gaining the ability to extract actionable insights and enhance presenting ability.

COURSE FEES

Residential Fee: Rs. **65000/- plus** GST as applicable, presently 18% per participant, for the entire course (6 days). The fee covers tuition and courseware (in electronic form).

Note: Kindly forward us the details of the Bank /Wire transfer of fee payment to e-mail: poffice@asci.org.in and Karnak.roy@asci.org.in for confirmation.

Bank details are given below:

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

CERTIFICATES

A joint Certificate from ASCI and SBI Staff College will be issued upon successful completion of the programme.

PROGRAMME DIRECTORS

FROM ASCI

Dr Karnak Roy, Assistant Professor

Email ID: karnak.roy@asci.org.in

Mobile: 8374509927

FROM SBI

Mr. Rishabh Raghav, Chief Manager & Faculty

Email ID: rishabh.rishabh@sbi.co.in

Mobile: 9663791666



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 with a strong alumni of over 1,69,000. 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 2024-25.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India
Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

Telefax (Programmes Office) : 0091-40-23324365

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

College Park Campus

ASCI, Road No.3, Banjara Hills,
Hyderabad-500 034, Telangana, India
+91-40-66720700/01/02/05
+91-40-66720725

Delhi Campus

ASCI, C-24, Institutional Area, South of IIT
Behind Qutub Hotel, New Delhi-110016.
+91-11-26962204, 26961750, 26961850
+91-11-26866097



About State Bank Staff College

The State Bank of India Staff Training College was inaugurated on 2 December 1961, with the aim of engendering experimentation and innovation among its members and infusing the banking industry with dynamism. The college offers training programs to develop managerial ability with special emphasis on innovation, decision-making and human relations skills. The college is a green oasis in the heart of the city and has been awarded ISO certification and a Platinum rating by the Indian Green Building Council (IGBC).

The trainings comprise of courses on law and practice of banking, retail and SME banking, international trade, behavioural sciences, technology in banking, compliance, vigilance policy, etc. We also provide training for employees posted at foreign branches and for other PSBs, private banks and PSUs.

Our campus offers state-of-the-art facilities that cater to all the needs of our trainees, including a modern library, well-equipped gymnasium, and sports facilities. We have created an ambience that is conducive to learning and health & wellness. Our aim is to create an inclusive and supportive community for all our participants to thrive in. We look forward to continuing our journey towards excellence and contributing to the growth and development of the nation's economy.



STATE BANK STAFF COLLEGE, HYDERABAD
6-3-1188, Begumpet Road, Hyderabad - 500 016. India.
Nearest landmark: ITC Kakatiya Hotel / Greenlands Guest House / Chief Minister's Camp Office

Ph: +91 - 40 - 23423776 / 23406725
Contact by E-Mail : agmadmin.sbcs@sbi.co.in



Nomination Form

Programme on Data-Driven Decision-Making Using No Code AI/ML and Business Intelligence Tools

Please mark the programme for which the nomination is made:

1. 10 - 15 June, 2024
2. 29 July – 03 Aug, 2024
3. 14 - 19 Oct, 2024
4. 02 - 07 Dec, 2024
5. 06 -11 Jan, 2025

Nominee's Contact Information

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

Sponsors Details

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

Fee particulars

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

Medical Insurance:

Name of the Insurance Agency	Policy Number	Validity upto
Note: Coverage should be available in Hyderabad, India.		

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, 66533000, Mobile: 9246203535, Fax: 0091-40-66534356, e-mail: poffice@asci.org.in