



श्री राम कॉलेज ऑफ़ कॉमर्स SHRI RAM COLLEGE OF COMMERCE

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18th January 2024

NOTICE

REGISTRATION FOR KAUSHAL SASHAKTIKARAN COMMITTEE - “ARTIFICIAL INTELLIGENCE IN BUSINESS”

Kaushal Sashaktikaran Committee, SRCC invites application for the below mentioned Joint Certification course organized by Shri Ram College of Commerce (SRCC) and National Small Industries Corporation - Technical Services Centre (NSIC- TSC), under Ministry of Micro, Small and Medium Enterprises, Government of India:

Course	Date & Venue	Duration	Fees
Artificial Intelligence in Business	3rd, 4th, 10th, 11th, 17th and 18th February 2024 Venue: SRCC Campus	30 hours	<ul style="list-style-type: none">• For Present SRCC Students: INR 21,240 (including GST)• For Non-SRCC Students: INR 23,600 (including GST)• For Professionals /Others: INR 29,500 (including GST)

The above fees is inclusive of training fees, course material, eco-friendly stationery, refreshments (snacks, lunch, tea/coffee, etc) and joint certification by SRCC & NSIC-TSC.

The registrations for the course are open for all the students of Undergraduate and Postgraduate Courses (including GBO). Interested students are required to fill in the registration form and pay the fees latest by **24th January 2024, till 5:00 p.m.** Students are advised to read the attached General Guidelines carefully before registering for the course.

Registration form can be accessed using the following link:

<https://forms.gle/6GZs8nZxySTJYrNdA>

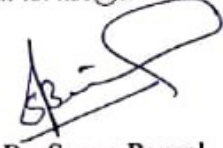
The accounts details for making the payment are as follows:


Name of Account Holder	Principal, Shri Ram College of Commerce
Complete Address	Shri Ram College of Commerce, Maurice Nagar, Delhi University Delhi - 110007
Bank Name	State Bank of India
Branch	Shri Ram College of Commerce
IFSC Code	SBIN0010437
Type of Account	Savings account
Account Number	10851301539
MICR Code	110002439

Details regarding the course content and curriculum are attached herewith.

For queries related to the course, kindly mail to: ksc@srcc.du.ac.in or WhatsApp at: 7835946065


Dr. Aruna Jha
Convener
Kaushal Sashaktikaran Committee


Dr. Sapna Bansal
Director
Institutional Outreach


Prof. Simrit Kaur
Principal



General Guidelines for the Course

Important Information:

1. The mode of classes shall be offline only, held at SRCC Campus.
2. The Fees applicable for the present SRCC students is ₹ 21,240 (including GST), while the fees for Non-SRCC students is ₹ 23,600 (including GST) and ₹ 29,500 (including GST) for Working Professionals.
3. Total seats available for the training programme are 60.
4. The admission for a course will be done on a first come first serve basis. Those interested in participating are required to pay the full amount of fees for confirming their seat in the course. Applicants will receive the confirmation email.
5. Fee shall be paid in online mode only. The fee once paid shall not be refundable or transferable.
6. The amount of fees is inclusive of training fees, course material, eco-friendly stationery, refreshments and joint certification by SRCC & NSIC-TSC.
7. Minimum 30 successful registrations are required for the course, without which the course shall not be commenced and fee received shall be refunded.
8. On the commencement of the course, it is mandatory for the students to attend all the classes pertaining to the course.
9. The total duration of the course shall be 30 hours.
10. The classes will be held on weekends during non-teaching hours at SRCC.
11. SRCC/NSIC-TSC will assign a Capstone Project to each participant and also evaluate the same during the course and at the end of course. It is mandatory for all participants to prepare and submit the Capstone Project.
12. The certificate shall be provided by SRCC & NSIC-TSC to the students upon successful completion of the course, during the Convocation Ceremony held at SRCC.
13. SRCC/KSC Committee reserves the right to alter, modify or change the content as it deems fit without assigning any reasons to the students.

Tentative Timelines:

- Registration opening date: 18th January, 2024
- Registration closing date: 24th January 2024
- Confirmation Email to Registered Participants - 30th January 2024
- Announcement of Batch: 31st January 2024
- Commencement of Classes: 3rd February 2024



Tentative Schedule of the Sessions

Total duration: 30 Hours

Sessions	Date	Time
1	03.02.2024 (Saturday)	4:00 pm - 7:00 pm
2	04.02.2024 (Sunday)	9:30 am - 5:30 pm
3	10.02.2024 (Saturday)	4:00 pm - 7:00 pm
4	11.02.2024 (Sunday)	9:30 am - 5:30 pm
5	17.02.2024 (Saturday)	4:00 pm - 7:00 pm
6	18.02.2024 (Sunday)	9:30 am - 5:30 pm

***There will be breaks for refreshments during the sessions.**

Shri Ram College of Commerce (SRCC), University of Delhi
&
National Small Industries Corporation - Technical Services Centre
(NSIC-TSC), under MSME, Government of India
jointly organize
Certification Training Programme on “Artificial Intelligence in Business”

Course Content

S.No	Module Name	Topics	Duration
1	Navigating the AI Landscape	<p>Introduction to Intelligent Technologies</p> <ul style="list-style-type: none"> ● Understanding Artificial Intelligence (AI), Machine Learning (ML), Statistical Learning (SL), and Deep Learning (DL) ● Developing an Intuitive Understanding of AI ● Components and division of Artificial intelligence based on abilities and functionalities. 	2 hrs
2	Unveiling the Power of Machine Learning	<p>Foundations of Machine Learning</p> <ul style="list-style-type: none"> ● Supervised, Unsupervised, and Reinforcement Learning ● Understanding Machine Learning Algorithms <p>AI/ML Model Development</p> <ul style="list-style-type: none"> ● Understanding the concept of inputs, weights and output with real world examples ● Making decisions based on machine learning algorithms. ● Hands on experience: Teachable Machines (Learn how to train machines in real time) 	3 hrs
3	Exploring various algorithm to train the machines	<p>Supervised and Unsupervised learning algorithms</p> <ul style="list-style-type: none"> ● Supervised: Classification and Regression algorithm ● Unsupervised: Clustering, Association and Anomaly detection 	1.5 hrs

		<ul style="list-style-type: none"> Application of each algorithm in the real world by discussing various business case studies 	
4	Managing Big Data in Business	<p>Introduction to the Data Management tool</p> <ul style="list-style-type: none"> HADOOP – High availability distributed object oriented programming Components – HDFS (HADOOP distributed file system), MapReduce and YARN (Yet another resource negotiator). Exploring conceptual features and importance with real life based examples. 	2 hrs
5	Analytics Mastery for the Growth of the Business	<p>Introduction to Descriptive and Predictive models.</p> <ul style="list-style-type: none"> Objectives of Descriptive Analytics: Storytelling with Data Predictive Analytics Models: Correlation and Regression Modeling. Discussing various business case studies involving descriptive and predictive Modeling Hands on experience: Using data analysis tool 	4.5 hrs
6	Real-world Applications and exploring the concept of Neural Networks	<p>Analytical Problem-Solving through Case Studies</p> <ul style="list-style-type: none"> Fighting Financial Fraud with Machine Learning at Airbnb Demand Forecasting and Supply Chain Optimization using Artificial intelligence model at Coca-Cola Understanding the concept of neural network by comparing it with the concept of machine and deep learning models Various types of neural network – Adaptive neural network, Convolutional neural network and Recurrent neural network (Exploring examples based on real world) Hands on experience: Exploring the features of AI Tool based on Neural Networks 	4.5 hrs
7	Deploying AI Across Industries	<p>AI Integration in Business Functions</p> <ul style="list-style-type: none"> AI in Sales and Marketing: Opportunities, Sales Conversion, Channel Optimization, and Customer Lifetime Value 	4.5 hrs

		<ul style="list-style-type: none"> ● AI in Operations: Supply Chain Analytics ● AI in Retail: Assortment Planning, Brand Switching, and Promotion Effectiveness ● AI in Banking and Finance: Credit Rating ● AI in Content Creation ● Hands on Experience: Exploring the features of AI Tools for content creation and Media Generation. 	
8	Strategic Planning and Implementation	<p>AI Strategy for Business Success</p> <ul style="list-style-type: none"> ● Step-by-step guide to formulating an effective AI strategy aligned with business goals. ● Cost-Benefit Analysis for AI Implementation ● Risk Management in AI Implementation ● Practical exercises and case studies for strategic planning ● Strategies for building robust governance frameworks ● Compliance with General Data Protection Regulation (GDPR) ● Hands on experience: Exploring the features of AI tools for developing marketing strategies. 	3 hrs
9	Entrepreneurial Opportunities with AI	<p>AI-Driven Business Innovation</p> <ul style="list-style-type: none"> ● Inspiring entrepreneurial thinking through AI-focused startup ideas. 	1.5 hrs
10	Future Trends and Emerging Technologies	<p>Recent Developments in AI:</p> <ul style="list-style-type: none"> ● Exploration of cutting-edge AI technologies and recent breakthroughs. ● Futuristic trends such as explainable AI, quantum computing, and AI ethics. ● Limitations of Artificial intelligence. 	1.5 hrs
11	Assessment and Capstone Project	<p>- Collaborative project where students apply AI concepts to solve a real-world business problem.</p> <p>- Evaluation of the project as a culmination of the course</p>	2 hrs

Duration of the Programme: 30 hours