GURU GOBIND SINGH
INDRAPRASTHA UNIVERSITY
NEW DELHI

SBIT TechMentors
Learn · Innovate · Lead

Maximize Your Impact:
Dive into Business Analytics and Shape the Future of a $990 Billion Industry!"

PG Level Advanced Certification Programme in

BUSINESS ANALYTICS WITH AI AND GEN AI

Turn Data into Decisions with AI-Driven Business Analytics

9 MONTHS PROGRAMME

Only NAAC A++ Govt University Programme	Offline and Online Classes	Mentoring by Industry Experts	IP University Alumni Status

Exclusively designed for professionals in Mathematics, Science or Engineering

Admission Helpline : 9560361410 | www.techmentors.sbit.in | info.techmentors@sbit.in

Are you looking for an exceptional Education Experience that will reignite your mind ?

A programme where Innovation and Learning by doing are the presiding principles ?

Then come to the Source
There's only one: SBIT TechMentors


ACADEMIC BLOCK 1
SHRI RAM MURTI INSTITUTE OF TECHNOLOGY

Build Smart Systems. Build Your Career. Enroll in Business Analytics With AI and Generative AI !

> 90% of organizations believe generative AI will help them add new lines of business over the next 12 months.

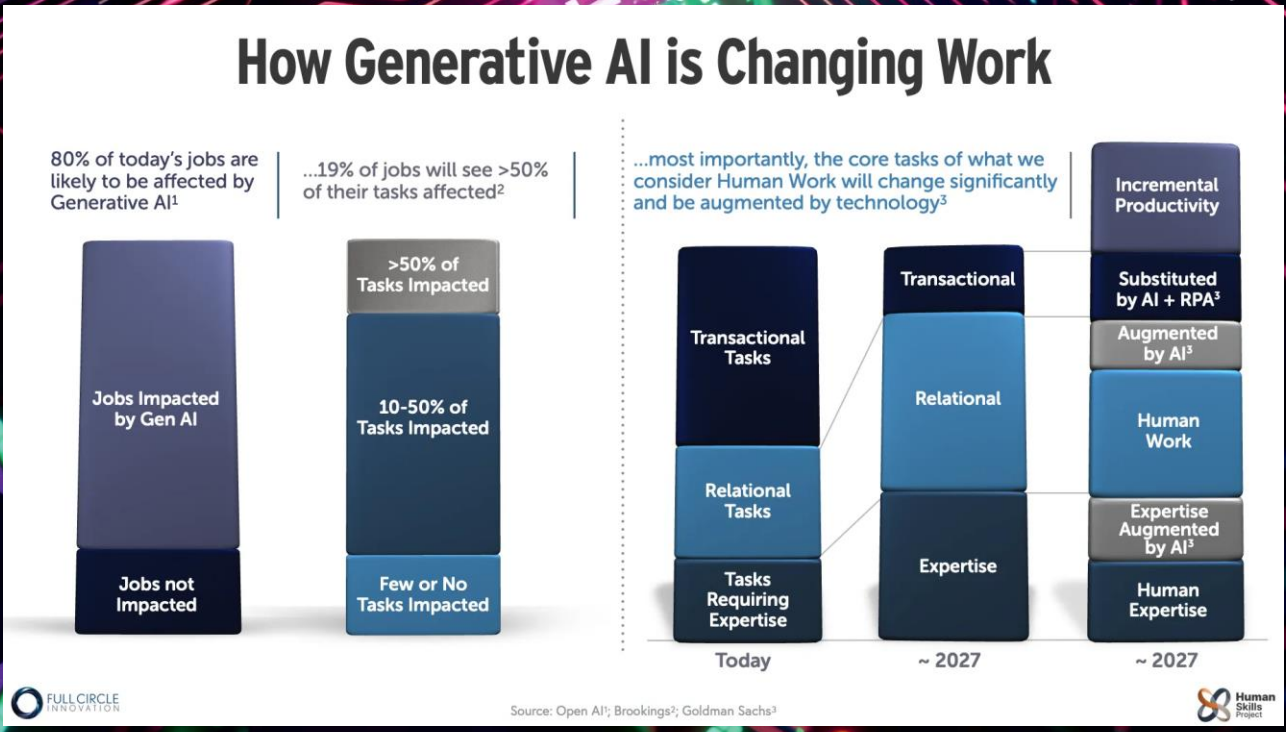
pwc

> Gen AI isn't just a technology or a business case - it is a key part of a society in which people and machines work together

Gartner

> Professionals skilled in data analytics, Gen AI, and ML are the most sought after by companies across sectors in India.

ET ECONOMIC TIMES.COM



Trending Career Opportunities in Business Analytics With AI and Generative AI

- Gen AI-Powered Business Analyst
- Data Analyst
- Generative AI Specialist
- Business Intelligence (BI) Developer
- Customer Insights Manager
- Gen AI Strategy Consultant
- Marketing Analytics Specialist
- Financial Analyst with AI Expertise
- Supply Chain Analyst
- Data Ethics Specialist
- Data Operations Analyst

About the Programme

- The Certification Course in Business Analytics With AI and Generative AI is offered by SBIT TechMentors in collaboration with GGS IP University.
- The 9-months weekend programme enables both aspiring and practicing AI/ML professionals to build expertise in AI and Generative AI.
- The programme applies the essential theoretical foundations of Generative AI to real-world business analytics situations.
- The course is best suited for individuals with programming knowledge who want to create a practical understanding of how Machine Learning algorithms can be developed and optimized for hardware.

Key Features of the Programme

Experienced Instructors
Learn from industry professionals with real-world experience

Flexible Formats
Choose from online, in-person, or hybrid classes

NAAC A++ Govt University Programme
Only NAAC A++ Govt University to offer such programmes

Ideal Duration
9 months of duration is ideal for getting solid foundation

Industry-Relevant Curriculum
Course designed in collaboration with industry experts

Experiential Learning
Hands-on projects with integrated labs

Easy access to faculty
Dedicated faculty hours to address doubts and questions

Industry relevant projects
Significant weightage on industry relevant projects

Mentoring from Industry veterans
Guidance on finer aspects of technologies and further learning

Career Assistance
Benefit from job placement assistance and resume workshops

Programme Outcomes

By participating in this programme, you will:

- Master the fundamentals of business analytics and its significance in modern business strategies.
- Acquire and manipulate data using SQL and ETL processes, ensuring data quality and ethical compliance.
- Utilize Python for comprehensive data analysis and predictive modeling.
- Create and present insightful data visualizations using Tableau.
- Implement advanced machine learning techniques to solve complex business problems. (Implementing Advanced AI Models to solve and to create innovative solutions tailored to business challenges)
- Apply generative AI to innovate and personalize business solutions.
- Develop a complete business analytics solution in a real-world context through a capstone project.
- Earn a career certificate from GGS IPU
- Solving Business Specific Problems
- Real time Assessment by Academia and Industry Experts

Re Imagine Education

Take Your Career to a Whole New Level

Its Not About the Degree
Its About You

At this point in your career, you don't need only a degree. you need an experience.
Follow our 4 edge Approach.

Engineering Futures of Excellence with Firm Foundations
Winning Edge for the NextGen

GGSIP University Edge

Guru Gobind Singh Indraprastha University (GGSIPU), established in 1998 by the Government of NCT of Delhi, is a State University of Delhi recognized by the University Grants Commission (UGC). The University is also globally recognized for its academic and research excellence and has earned prestigious accolades which include NAAC A++ Accreditation, the highest honour for academic distinction; a strong position in the QS World University Rankings 2025, securing 81st rank in Southern Asia; and a notable 80th position in the NIRF Rankings 2024. The University's rapid stride in global rankings has been acknowledged with the QS 'Rising Star' Award, while its unwavering commitment to research excellence has been honoured with the QS 'Performance Improvement Award', reaffirming its excellence in higher education.

GGSIPU offer a wide spectrum of multidisciplinary, professional and technical programs, spanning across Artificial Intelligence, Machine Learning, Robotics, Computer Science, Management, Law, Education, Journalism, Medicine (MBBS), Ayurveda and super-specialty medical courses, among others. The University actively promotes entrepreneurial initiatives and job creation through its innovative incubation centres and industry associations.

For more information, http://www.ipu.ac.in/

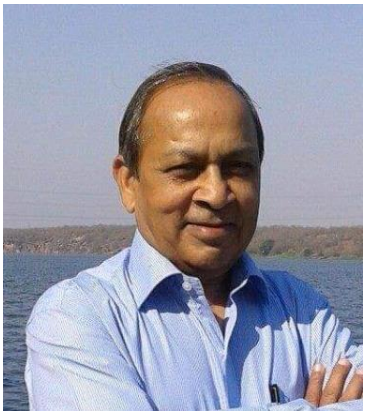
SBIT Advantage

Shri Balwant Institute of Technology (SBIT), established in 2006, is an AICTE approved Institute located in NCR Delhi and Affiliated with Guru Gobind Singh Indraprastha University (GGSIPU), New Delhi. SBIT offers full time undergraduate and postgraduate degree programmes in Engineering, Management and Computer Applications - B.Tech., BBA, MBA, BCA, MCA, B.Com.(H).

SBIT programmes are meticulously designed to equip students with the latest skills and knowledge, particularly in the high-demand fields of Artificial Intelligence (AI) and Geerative AI. Recognized among the Top 10 Colleges in India for AI, SBIT is renowned for its academic excellence and state-of-the-art infrastructure.

Over the last 19 years, SBIT has established a strong legacy of producing thousand of successful engineers and managers who have been placed in top companies like Apple, Amazon, TCS, and Deloitte across the globe. The Institute’s rigorous academic programmes combined with hands-on industry training and corporate mentorship from global leaders, have ensured that students are not only technically proficient but also equipped with the skills to excel in the professional world.

Academic Advisory Council



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Former Principal, SRCC

Suresh Dutt Tripathi
Advisor, HR, Air India

Rajeev Dubey, Former
Group President, Mahindra

R Anand
Principal Consultant, HCL

Dr. Brijesh Kumar
Director (Planning), IGDTUW

Rajarshi Chakravorty
Centre Head, Amdocs

Dr. Asha Bhandarker
Former Prof., MDI

Dr. Nishant Sinha
Head, Times Internet

Dr. Amit Kumar Jain
Director, Delhi Metro

Academic Advisory Council

Rajneesh Singh
CTO, Simply HR

Prof. (Dr.) Dharmendra Singh
Director, IIIT Gandhinagar

Dr. Shrikant Ojha
Former Scientist 'H', DRDO

Prof. (Dr.) Vinod Kumar
HOD, CSE, DTU

Prof. (Dr.) A. K. Bhateja
Prof, IIT Delhi

Prof. (Dr.) V K Panchal
Former Scientist 'H', DRDO

Mentorship Board

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Senior Director, Capgemini

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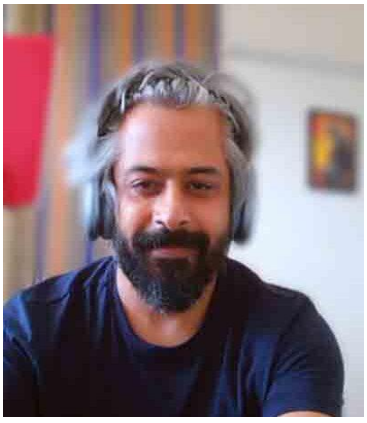
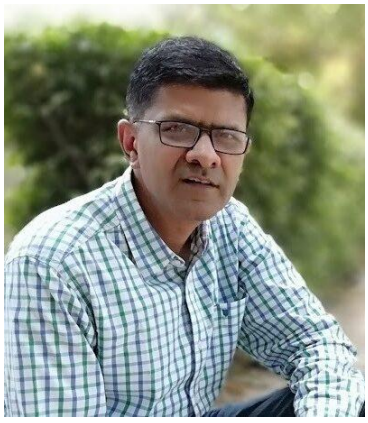
& COO, AiRo Digital Lab

Mohit Saxena, Co-founder
& CTO, InMobi Group

Dr Mohit Bhatnagar, Assoc.
Prof., Jindal Global University



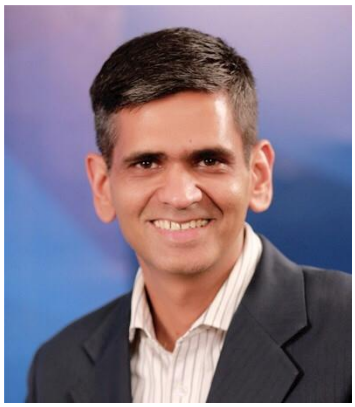
Himanshu Rai, Senior
Solutions Consultant, Google



Manish Gupta, DevSecOps
Community Leader, Thales

Mentorship Board

Rajesh Garg
EVP, Yotta Data Services Ltd



Vikas Singh Yadav
CISO, Flipkart

Gaurav Aroraa
Lead Solutions Architect, IBM

Ashish Ojha
CTO, BloomCAP

Himanshu Wadia
Director, Amdocs

Shape Your Future

Benefit from a dynamic curriculum taught in a truly Competitive Environment.

At TechMentors You spend equal time learning the fundamentals of course and specializing in the upcoming areas. The program is unique, challenging, rigorous - and absolutely the right preparation for your future success.

Learning Path

1. Introduction to Business Analytics and AI
2. Data Acquisition and Manipulation
3. Data Analytics Using Python
4. Data Visualization with Tableau
5. Advanced Analytics and Machine Learning
6. Generative AI for Business Analytics
7. Capstone Project

Curriculum

A comprehensive curriculum that deep dives how AI, ML, and Generative AI can be leveraged in business analytics to drive data-driven decision-making and strategic growth.

Module 1: Introduction to Business Analytics and AI

This course explores the core concepts and importance of business analytics. Learners will understand the role of AI and ML in transforming business analytics. Differentiate between traditional AI/ML and generative AI. Analyze real-world case studies to identify successful applications of AI/ML in business.

- Overview of Business Analytics
- The role of data in decision-making
- Introduction to AI and ML in Business
- Overview of AI/ML applications in business analytics
- Understanding Generative AI
- Key differences between traditional AI/ML and generative AI
- Applications of generative AI in business contexts
- Why business analysts should care about GenAI
- The ethics of using GenAI in business analysis
- Limits to GenAI technology in business analysis
- Success stories of AI/ML in business analytics

Module 2: Data Acquisition and Manipulation with SQL and ETL

This course enables learners to acquire and manipulate data from multiple sources using Excel and SQL.
explores the core concepts and importance of business analytics. Design and implement ETL pipelines for data cleaning and transformation. Optimize SQL queries for performance in large datasets. Understand and apply ethical principles in data acquisition and manipulation.

- Introduction to Data Acquisition
- Data sources: internal, external, structured, and unstructured
- Importance of data quality and reliability
- Business Analytics with Excel
- SQL basics: SELECT, JOIN, GROUP BY, etc.
- Advanced SQL: subqueries, window functions, and common table expressions (CTEs)
- Query optimization and performance tuning
- ETL (Extract, Transform, Load) Processes
- Designing and implementing ETL pipelines
- Data extract, cleaning, transformation, and loading into data warehouses
- ETL tools and platforms: Apache NiFi, Talend, etc.
- Data Ethics and Governance
- Ensuring data integrity and privacy
- Legal and ethical considerations in data collection and usage

Module 3: Data Analytics Using Python

This course explores data cleaning, transformation, and exploratory analysis using Python. Learners will apply statistical analysis techniques to identify trends and patterns in data. Build and evaluate predictive models using machine learning in Python. Use Python tools to conduct comprehensive business data analysis.

- Introduction to Python programming for analytics
- Essential libraries: NumPy, pandas, and SciPy
- Data Manipulation and Analysis
- Data cleaning, transformation, and preprocessing with Python
- Exploratory data analysis (EDA): identifying trends, patterns, and outliers
- Statistical Analysis with Python
- Hypothesis testing, correlation, and regression analysis
- Time series analysis and forecasting using Python
- Conduct ANOVA & Chi-square tests
- Introduction to machine learning with scikit-learn
- Building and evaluating predictive models (regression, classification)

Module 4: Data Visualization with Tableau

This course explores creation and customization of data visualizations using Tableau. Learners will build interactive dashboards to present business insights. Apply advanced visualization techniques to complex datasets. Develop narratives that effectively communicate data-driven insights to stakeholders.

- Principles of effective data visualization
- Overview of popular tools: Tableau, Power BI, etc.
- Getting Started with Tableau
- Connecting to data sources and basic visualizations
- Creating dashboards and interactive reports
- Advanced Visualization Techniques
- Using calculated fields, parameters, and filters
- Visualizing complex data: heatmaps, scatter plots, and more
- Creating Dashboards and Storytelling with Data Tableau
- Build a dashboard and crafting compelling narratives through visualization
- Best practices for presenting data-driven insights to stakeholders

Module 5: Advanced Analytics and Machine Learning

This course explores advanced supervised and unsupervised learning techniques. Learners will evaluate and select appropriate models for business problems. Integrate ML models into business workflows for automated decision-making. Address ethical issues in the deployment and use of AI and ML models.

- Supervised Learning Techniques - Linear and logistic regression, decision trees, and random forests
- Model evaluation and selection: cross-validation, accuracy, precision, recall
- Unsupervised Learning Techniques - Clustering algorithms (K-Means, hierarchical) and principal component analysis (PCA)
- Anomaly detection and market basket analysis
- Integrating ML Models with Business Processes
- Deployment of machine learning models in business environments
- Monitoring model performance and adjusting
- Ethical AI in Business Analytics
- Addressing bias in AI models
- Ensuring fairness and transparency in AI-driven decisions
- Building an end-to-end machine learning model to solve a real-world business problem

Module 6: Generative AI for Business Analytics

This course explores the principles and techniques behind generative AI models. Learners will apply generative AI for synthetic data generation and content creation. Use generative AI for personalization in marketing and customer engagement. Analyze successful case studies of generative AI in business. Enhancing Your Business Analysis Skills with GenAI.

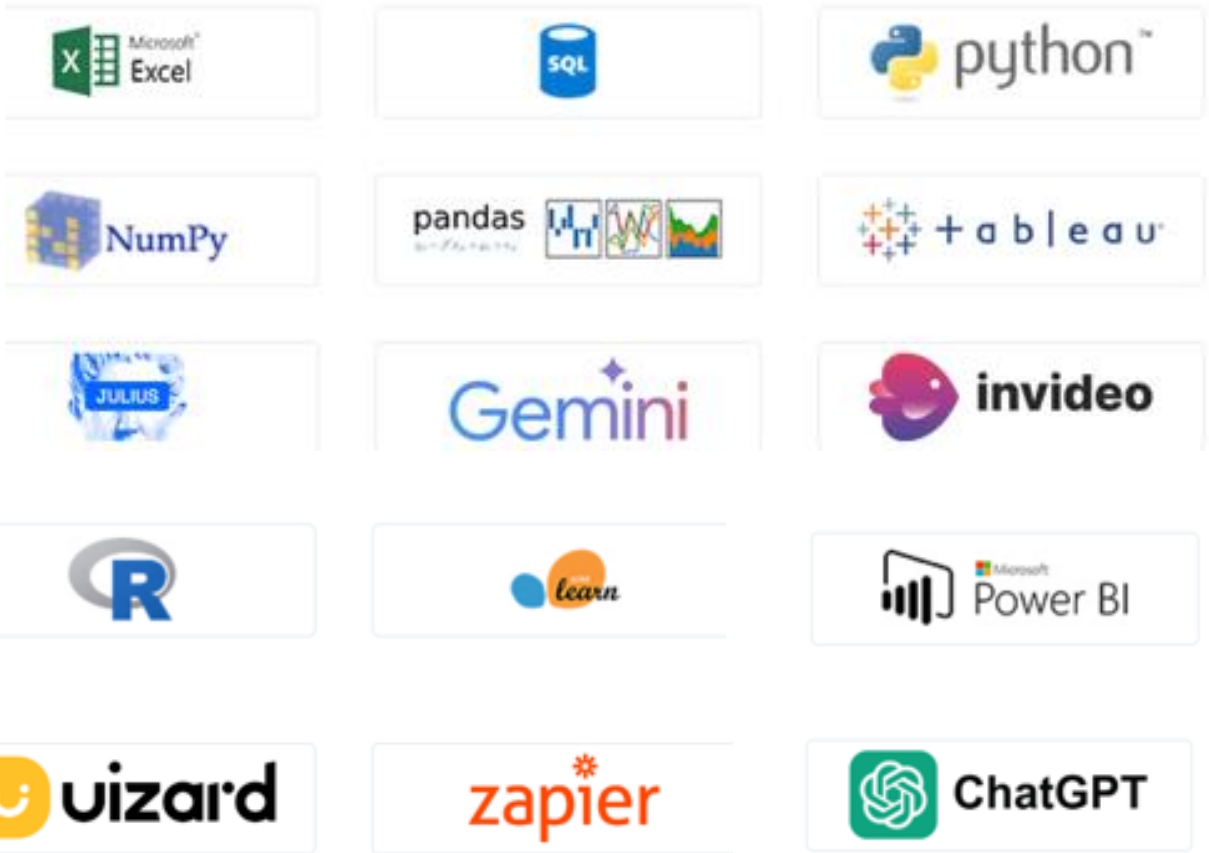
- Introduction to Generative AI Techniques
- Overview of GANs, VAEs, and other generative models
- Applications in data generation, personalization, and content creation
- Use of generative AI to create synthetic datasets for training and analysis
- Balancing synthetic data benefits with ethical considerations
- AI-driven content generation for marketing strategies
- Personalizing customer experiences using generative AI
- Analysis of successful implementations of generative AI in various industries

Module 7: Capstone Project

The capstone project allows learners to implement the skills learnt throughout this programme. Learners will design and implement business analytics solutions using AI, ML, and generative AI. The capstone project is the final step in the core learning path and will help you showcase your expertise.

- Showcase your business analytics skills by designing and implementing solution using AI, ML, and generative AI.
- Demonstration of applied knowledge by applying concepts like supervised learning, unsupervised learning and prompt engineering to solve real-world problems.
- Hands-on problem-solving skills through implementing projects in domains like E-commerce, manufacturing, financial transactions, inventory optimization, students showcase their ability to work on end-to-end AI solutions.
- Portfolio building by completing tangible, demonstrable work product to share in portfolios or during interviews with potential employers.
- Industry-relevant exposure by working on capstone projects aligned with real-world applications, like customer segmentation, predictive maintenance, or fraud detection, prepares students for industry demands.
- Collaboration and presentation skills and the ability to present technical findings effectively to non-technical stakeholders.
- Solution-oriented thinking by addressing a real-world challenge, students foster innovation and learn to design scalable, deployable AI and Gen AI solutions.

Tools Covered



Who is This Programme Ideal For ?

Professionals keen to develop AI and Gen AI expertise, with the objective of:

- Enhancing decision-making using AI/ML models and Generative AI tools
- Transitioning into analytics, or AI-driven business intelligence roles
- Seeking to advance their career in the industry
- Giving shape to entrepreneurial aspirations
- Getting an opportunity to network with like-minded individuals and industry experts

Eligibility Criteria

For admission to this Business Analytics With AI and Generative AI course, candidates should have:

- **Education:** Bachelors (four / three years or equivalent) or Masters in Science / Engineering / Management
- **Work Experience:** Nil. Preference will be given to candidates with Min 1 year of experience. Final year students with strong programming skills can also apply.
- **Coding Experience:** Programming Knowledge Required

Note: Graduates in other streams with relevant coding experience can apply

Application Process

Candidates can apply for this programme in 3 simple steps:

Step 1 Submit Application	Step 2 Application Review	Step 3 Admission
Tell us about yourself and why you want to take this programme	An admission panel will shortlist candidates based on their application	Selected candidates can join the programme by paying the admission fee

Talk to an Admission Counselor

We have a team of dedicated admissions counselors to help guide you in the application process and related matters. They are available to:

- Address questions related to the application
- Help you better understand the programme and answer your questions

Programme Fee

What is My Investment?

Application Fee **₹ 1,000**

Programme Fee

₹ 1,50,000

Programme Fee with Scholarship

₹ 1,30,000

(18% GST extra as applicable)

Special pricing for corporates

Fees paid is non-refundable and non-transferable

Unlock the Power of Business Analytics With AI and Gen AI

Get Support

+91 9560361410

info.techmentors@sbit.in

To apply visit

https://www.techmentors.sbit.in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takes to help young talent in grooming
through their development phase
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