



Dayananda Sagar University Bengaluru

School of Commerce and Management Studies - PG



APPLYING AI FOR BUSINESS

What we will cover:

Today enterprises are undergoing massive digital transformation, leading to rethink of business fundamentals. Primary enabler for this transformation is the use of Artificial Intelligence (AI) based technology for revisiting business processes. AI enables new ways of doing business by bringing personalized products and services, automated processes and finally data driven decision making.

Hence it is imperative for today's business analysts and decision makers to understand the new way of doing business via utilization of AI. In this course, we bring the basics of AI, and walk through possible ways of looking at businesses being transformed with AI.

Registration fee per participant

₹ 5000 Industry Professionals

₹ 3000 Executive MBA Students

₹ 2000 All MBA Students, All Faculties

This workshop is beneficial for:

Business professionals including business analysts, project and product managers, and CXOs dealing with business



Capt. Nagaraj Rao
Professor of Strategy & Leadership
Dean - SCMS (PGP)



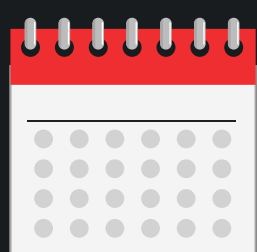
Prof. Srinivas Padmanabhuni
Professor of AI
IIT-K, Ph.D (AI)
University of Alberta



Prof. Neelima Vobugari
Data Scientist
John Hopkins University



Prof. Alok Chakravarty
Professor of Analytics
IIT Kanpur



April'22
9-10 & 23-24



10:00AM to
05:00PM

For more details
check next page



Zoom Links will be shared with the registered participants only Scan and Register here

For more details contact:

Prof. Alok Chakravarty | alok_chakravarty@dsu.edu.in | +91 98455 64820



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Session Schedule

Date	Time	Contents
09-Apr	10:00AM - 01:00PM	<ul style="list-style-type: none"> • Introduction to AI - • AI based business transformation • AI enabled business processes in Banking
09-Apr	02:00PM - 05:00PM	Technologies for AI & Machine Learning A spectrum of machine learning methods <ul style="list-style-type: none"> - Classification - Regression - Clustering - Recommendation Systems Machine Learning use cases across financial services
10-Apr	10:00AM - 01:00PM	<ul style="list-style-type: none"> • Structured Process of AI ML Adoption • Machine Learning in Healthcare • Machine Learning in Retail
10-Apr	02:00PM - 05:00PM	<ul style="list-style-type: none"> • Customer Service, Support and Risk Use Cases • Detailed flow of Customer Service Chatbot • Machine Learning in CRM, Supply chain
23-Apr	10:00AM - 01:00PM	<ul style="list-style-type: none"> • Machine Learning in Manufacturing • Machine Learning in Transportation
23-Apr	02:00PM - 05:00PM	Machine Learning in Government and Citizen Services
24-Apr	10:00AM - 01:00PM	ROI of Business Models with AI
24-Apr	02:00PM - 05:00PM	Best Practices for ML Conclusion

Registration Link: <https://bit.ly/AIWorkshopMar2022>

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Chair Person:

Prof. Nagaraj Subbarao serves as Dean - SCMS (PG Programs), Dayananda Sagar University, Bengaluru and as Professor of Strategy & Leadership

AI Specialist:

Prof. Srinivas Padmanabhuni was awarded the title of "Eminent Engineer" by the prestigious and renowned organization "Institution of Engineers" (IEI). The award was given to Dr. Srinivas Padmanabhuni in recognition of his experience and contributions to the profession of Computers at the 32nd Annual convention of IEI. His vast experience in the computing field, including the marquee area of Artificial Intelligence (AI), brings a unique blend of academic, research and industry orientation, a rare combination. Srinivas Padmanabhuni is a Ph.D. in Artificial Intelligence. Srinivas Padmanabhuni co-founded CityMandi.com, a next generation AI enabled smart B2B startup in Agri Tech focused on farm to fork. He is a guest faculty in CS at IIT Tirupati. He has been the past president of ACM India, the top professional organization of computing professionals. He is the chief Mentor for Tarah technologies, an AI consulting and training company. He specializes in areas of software engineering, AI and Machine Learning. Earlier, he was a Principal Research Scientist and Associate Vice President at Infosys where he overlooked the university innovation ecosystem, alongside research and innovation group in Infosys Labs. He has won several other awards including the excellence award for Innovation at Infosys, Research excellence award at University of Alberta, and Merit award at IIT Kanpur. He is a Ph.D. in AI from University of Alberta, Edmonton, Canada, specializing in AI. Prior to Ph.D. he secured his B.Tech from IIT Kanpur and M.Tech in CS from IIT Bombay. His interests: AI, Machine Learning, Software Engineering, Cybersecurity.

He has to his credit: Seven granted patents & Multiple additional patents in process; One published book by Wiley; 100+ referred international publications; 400+ invited talks across eight countries; 15000+ students lectured on AI, and related topics and 4+ startups

Prof. Neelima Vobugari is a seasoned entrepreneur with extensive IT experience of over 20 years. She is a certified Data Scientist with a degree in data science from John Hopkins University, Maryland, USA. She has a MBA from Symbiosis and a B.Tech from JNTU. Her entrepreneurial stint is focused on consulting and training in the area of data science and Artificial Intelligence and related technologies. She is currently CEO of Tarah Technologies, a marquee AI and Machine Learning competency and consulting firm. Her IT experience spans giant IT companies including IBM. She is now embarking on an innovative product in AI space via testAlng.com

She has recently been conferred the prestigious "Women in AI" award given to select women leaders in data science and AI. A strong innovator, Neelima has filed three patents in the area of AI, and provided innovative solutions to over 20 AI consulting projects at marquee clients. She has the distinction of having trained over 2000 students and professionals via various enterprise and B2C trainings in various areas of data science, AI and machine learning. Her trainings have been well received by students as well as corporate employees. Neelima is an invited speaker at marquee conferences like GHCI, Data Science Congress, International Women Entrepreneur conference etc. She was invited by the Chief Minister of Karnataka for the pre-budget session of Karnataka for as an expert representing women entrepreneurs of Karnataka.

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