#### **About the Course**

Classical business data processing relies heavily on statistical analysis, often using Excel, but offers limited learning capabilities. Machine learning techniques promise new solutions for business data analysis but must be used cautiously due to sparse data and limited. This course addresses the gap in AI applications for production, marketing, and corporate finance through case studies. Participants will learn an overview of statistical analysis, and implement case studies using Python .The primary objectives of the course are as follows:

- To appreciate sources of data in business process
- Consider 3 case studies, one each from marketing, production and corporate finance
- Appreciate various machine learning models
- Apply them to predict customer behavior in marketing
- •Learn to predict product yield in semiconductor production
- Appreciate corporate finance concerns, particularly in liquidity forecasting

#### **Course Content**

This course is intended to cover the following topics:

- Historical Perspectives and Future Possibilities of **Business Computation**.
- Introduction to Classical and Statistical Data Analysis, **Descriptive Statistics.**
- Inferential Statistics, Programming for Various Financial Models & Data in Business Processes.
- Introduction to Neural Networks & Python Coding for Deep Learning.
- Case Study 1: AI in Marketing Will my customer come back? ML and Training Models for the Case Study.
- Case Study 2: AI in Production Process How Good Are My Products? Random Forest, KNN, and Necessary Models for the Case Study and implementation in python.
- Case Study 3: AI in Liquidity Forecasting How Much Cash Should I Keep? ML Models for that Case Study.

## **About NIT Rourkela**



NIT Rourkela is one of the premier national level institutions for technical education in the country and is funded by the Government of India. The main objective of the Institute is to produce quality Engineers and Scientists in Graduate and Post-Graduate levels in various branches of Engineering and Science. According to the Times Higher Education (THE) ranking of the World's best Universities 2017, it is ranked in top 800 institutes of world, and it is only NIT to feature in the list. According to the QS University ranking: BRICS 2016 has figured NIT Rourkela in the list of 111-120 top universities in Brazil, Russia, India, China and South Africa.

> Patron Prof. K. Umamaheshwar Rao **Director of NIT Rourkela**

Chairman Prof. Bibhudatta Sahoo HOD, Dept. of CSE, NIT Rourkela.

**Foreign Faculty Prof. Bhaskar Choubey University of Siegen, Germany** 

Host Faculty Prof. Shyamapada Mukherjee Associate Professor-CSE, NIT Rourkela.



# **5 Days GIAN Course** On **Artificial Intelligence in Engineering Business Processes** (Offline)





# Jan 7th 2025 to Jan 11th 2025

**Organized by: Department of Computer Science and Engineering** National Institute of Technology, Rourkela



& Information Technology

Government of India



#### **About the Department**



Department of Computer Science & Engineering, NIT, Rourkela was established in 1982. Since its inception, the Department is under dynamic progress and is able to establish the reputation for imparting quality education both at undergraduate and graduate.

#### **Target Participants**

- Executives, engineers and researchers from manufacturing, service and government organizations including R&D laboratories.
- Students at all levels (BTech/MSc/MTech/PhD).
- Faculty from reputed academic, business, and technical institutions.
- Others who want to learn the basic and advanced concepts dealing with development of Intelligent Physical Systems.

#### **About Location**

NIT-Rourkela is well connected by Rail. This institute is located at a distance of about 7 KMs from Rourkela Railway Station in Odisha State. Rourkela station is well connected by Kolkata, Chennai and Mumbai and Bhubaneswar.

### **The Registration Fee Consists:**

- Accessibility of all sessions.
- Light refreshments during the course
- Certificates upon completion of the Course

#### **Important Dates**

<b>Registration Starts</b>	5th November 2024
<b>Registration Ends</b>	10th December 2024
Maximum offline participants (first come first serve)	50
<b>Course Duration</b>	7- 11 January 2025
Payment Details	
Account Name	CONTINUING EDUCATION NIT ROURKELA
Account No.	
	10138951784
Bank	10138951784 State Bank of India
Bank S Branch	State Bank of India



scan here for payment

Certificates will be provided to the registered participants upon successfully completing the course.

- 1180/- only.

email: stcnitr2024@gmail.com contact: 0661-2462357 (please avoid calling)

**<u>+ NOTE</u>**: Details for hostel and guest house accommodations are available in the registration link provided above.

#### **Registration Form**

To complete online registration, the participants need to fill out the following google form:

https://forms.gle/b1Skh8WZikrDGWY46

# **Registration Details**

• The students of NIT Rourkela are exempted from the payment of the registration fee.

• Registration fee for Non-NIT Rourkela students is INR

• Registration fee for Industry/ Research Organizations and Faculty INR 2360/- only.

• Registration for Abroad students is USD 500.

#### **Contact and Queries:**

Please send your queries directly to the student coordinator