

# BEYOND INSIGHTS

***Actionable Intelligence  
with Data Science***

Certificate program In  
**Gen AI and Business Analytics**

**Over 11 Million Jobs**  
*Forecasted by 2026.*  
*Seize the opportunity!*



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# Overview of the program

Certificate Program in Gen AI and Business Analytics at Virginia Tech is a comprehensive and industry-relevant programme designed for business professionals to make business decisions by leveraging AI and Analytics. This program caters for the needs of decision-makers by helping them gain in-depth technical skills that will allow them to comprehend the underlying technological basics of data analytics, design novel analytical techniques, and engineer new analytical tools.



Launched in  
2016



Live online  
Sessions



Students from  
diverse backgrounds



Industry  
Projects



Duration: 6 months + 2  
months of capstone project



Industry readiness  
Sessions

## Who is this program ideal for?

This program caters to working professionals from a variety of industries and diverse backgrounds. If you have a strong interest in pursuing a career in data analytics, this program is designed for you. Individuals with an undergraduate degree, IT professionals looking to make a career transition as data scientist and others.

We encourage applicants from all corners of industry including IT, finance, banking, insurance, consumer products, manufacturing, or marketing.

# Why Gen AI and Business Analytics?

## 11 Million Job Postings

There is a global estimate of 11 million job postings for analytics and data science roles by 2026

## Skill Development

Data Scientists are equipped with relevant skills and knowledge that fetch lucrative job offers.

## Growing Analytics Industry

35% CAGR in Indian Analytics Industry

## In-Demand

By 2025, India & US will face a demand supply gap of 800,000 million Data Science professionals.

## Program Highlights

- ✓ International Certificate of Completion from Virginia Tech US (#20 in Top Public Schools)
- ✓ Master classes delivered by distinguished VT US faculty & Industry Experts.
- ✓ Learn from world class faculty & Prof. of Practice.
- ✓ Career oriented workshop & Networking Opportunities with Industry Professional.

## Career Profiles

Big Data Architect  
Chief Data Officer  
Business Analyst Senior COE Analyst Consultant  
Data Scientist Manager  
News Analyst  
Associate Team Lead Senior Consultant Analytics  
Business Intelligence Analyst  
Data Associate Insight Specialist  
Data Analyst Chief Digital Officer

60%

Companies believe automation and or digitisation is a top priority<sup>1</sup>

50%

Companies have started using AI and machine learning for atleast one function<sup>2</sup>

5%

Organisational EBIT is attributable to AI say 22% of survey respondents<sup>2</sup>

1.McKinsey | Retraining and reskilling workers in the age of automation

2.McKinsey | The state of AI in 2020

# Program Module



## Module 1

### Foundation

- Programming Orientation in Python and SQL.
- Tools Orientation in MySQL

## Module 2

### Business Analytics and Artificial Intelligence

- Introduction to Business Analytics and Artificial Intelligence
- Data Modelling and Management
- Basic Statistics and Regression Models
- Predictive Analytics
- Machine Learning - Supervised and Unsupervised Learning
- Deep Learning

## Module 3

### Generative AI

- Generative AI Concepts
- Industry Applications, Chat GPT
- Computer Vision
- NLP

## Module 4

### Business Data Visualization

- Data Visualization Theory and Design
- Tableau

## Module 5

### Industry Interaction

- Industry Immersion with Real time Use Cases
- Student and Industry Interaction

## Module 6

### Capstone Project

- Multi-Domain using open-datasets/proprietary datasets
- Solving Business Specific Problems

## Module 7

### Evaluations

- Projects (Predictive Analytics, Deep Learning, AI and Visualisation )
- Assignments and Quiz
- Real time Assessment by Academia and Industry Experts

\*\*As per the trend new classes on emerging technologies could be incorporated



# Learning Outcomes

Technical depth in the fundamentals of Data Analytics

Implementing Real time projects with Industry Experts

Broad understanding of multi disciplinary perspectives in various industries.

Design, build and deploy solutions to take data-driven real-world decisions

## Faculty Profile

Faculty members are Ph.Ds. from highly reputed universities and have vast amount of experience. The academic faculty provide the theoretical foundation for the program and faculty from industry teach you application of theories using technologies in practice.



**Dr. Tarun Sen**

Program Director  
MD Strategic Educational  
Initiatives, Virginia Tech



**Dr. Reza Barkhi**

KPMG Professor,  
Virginia Tech



**Professor  
Barbara Fraticelli**

Assistant Professor of  
Practice, Virginia Tech.



**Professor  
Jacob Shortt**

Assistant Professor of  
Practice, Virginia Tech.



**Dr. Satyam Priyadarshy**

MD & Chief Data  
Scientist - Halliburton,  
Virginia Tech



**Dr. Madhavan Mukund**

Director  
Chennai Mathematical  
Institute



**Ms. Suchitra Karunakaran**

Lead Consultant  
Algolabs, Chennai  
Mathematical Institute



**Mr. Sivasubramanian**

Adjunct Faculty  
Member



**Dr. Shankar Venugopal**

Vice President  
Mahindra and Mahindra



**Dr. Srinivas Gunti**

Head - Talent Development  
GM- Tata Motors,  
Tata Passenger Electric  
Mobility Limited



**Suresh Krishnaswamy**

Former Director  
Consulting - Strategy &  
Transformation at Cognizant  
Technology Solutions



**Julius Jones**

Director  
Business Intelligence  
Solutions



## Process of Enrollment

STEP 1



**Apply for the Program**

STEP 2



**Submit Documents**

STEP 3



**Selection by VT Committee**

STEP 4



**Join the Program**

### Who Should Apply?

This is a Certificate program. If you have an undergraduate degree plus a strong interest in pursuing a career in data analytics, this program is designed for you.

We encourage applicants from all corners of industry including IT, finance, banking, insurance, consumer products, manufacturing, or marketing.

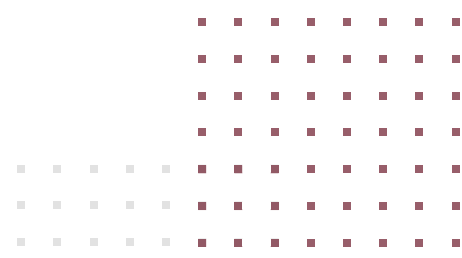
### Application Requirements

- Programming Experience Required\*
- Completed Application Form
- Certified transcripts from your undergraduate program
- Currently Pursuing\*/Bachelor's degree in Engineering, CS, IT, IS, Business, or Commerce

Submit completed application form to: [admissions@vtindia.res.in](mailto:admissions@vtindia.res.in)

\* For Students Pursing Graduation : Only final year students are eligible.  
Students would be required to submit provisional marksheets.

# Frequently Asked Questions



## How do students get trained in this program?

You can complete each unit via online instruction. Online classes supplement the campus component. In addition, our learning management system offers recorded lectures. The faculty, familiar with this mode of instruction, have delivered similar programs like these for more than a decade. Refer to the next page for a sample certificate.

## Will the program certificate be awarded from Virginia Tech?

Yes. The students graduating from the program will receive a certificate of completion from Virginia Tech, USA.

## Can you tell me more about Virginia Tech?

As the commonwealth's most comprehensive university and its leading research institution, Virginia Tech offers 280 undergraduate and graduate degree programs to 38,000 students. Dedicated to its motto, Ut Prosim (That I May Serve), Virginia Tech takes a hands-on, engaging approach to education, preparing scholars to be leaders in their fields and communities. For more information, visit [www.vt.edu](http://www.vt.edu)

## Will I be provided with study materials?

Students will be provided with study materials relevant to the topic and reference books will be suggested by the faculty/training head.

## Do you accept corporate enrollment or enrollments?

We accept corporate sponsorships and can assist you with the process

## How do I apply?

All interested candidates are requested to apply by sending an email of the following documents email to: [contact@vtindia.in](mailto:contact@vtindia.in)

- Completed Application Form
- Graduate Degree Certificate
- Work Experience Letter
- Consolidated Mark Sheet



## Fees

This program is open for National and International Students

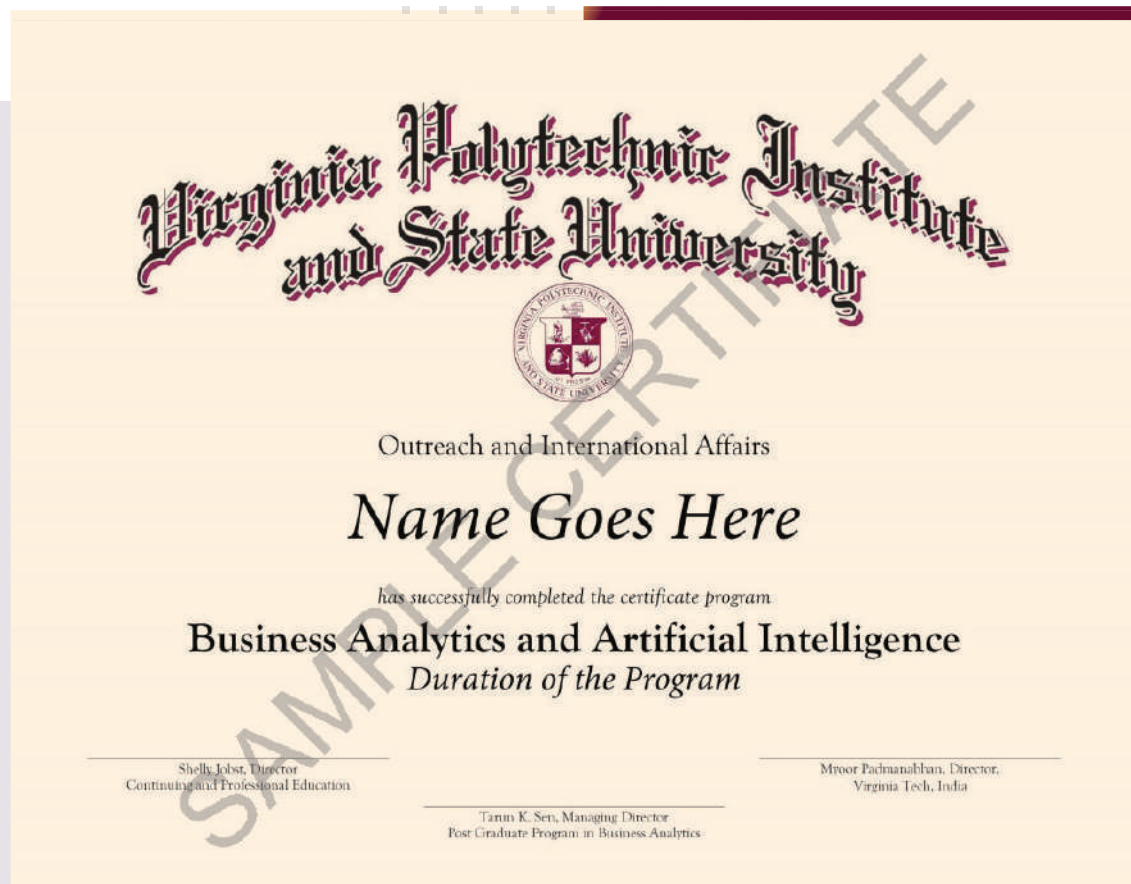
Indian National:  
**INR 1,25,000 + GST (18%)**

For Foreign National:  
**USD 1800 + GST (18%)**



# ***Certificate of Completion***

from Virginia Tech, USA



## ***About Virginia Tech***

Dedicated to its motto, Ut Prosim (That I May Serve), Virginia Tech pushes the boundaries of knowledge by taking a hands-on, transdisciplinary approach to preparing scholars to be leaders and problem-solvers.

As the Commonwealth of Virginia's most comprehensive university and a leading research institution, Virginia Tech offers about 280 undergraduate and graduate degree programs to more than 38,000 undergraduate, graduate, and professional students across the commonwealth and manages a research portfolio of more than \$556 million.

The university fulfils its role as a land-grant institution by fostering a collaborative environment that integrates technology into all disciplines, so that the Virginia Tech community can serve as a force for positive change around the commonwealth, the country, and the world.