Short Term Weekend Course
On
Digital Literacy with IoT, Cloud, Data Analytics and AI: Key knowledge and managerial perspective

Dec 5th – Dec 20th, 2020 | Venue- Online

Organized by

Vinod Gupta School of Management
Indian Institute of Technology Kharagpur
Kharagpur 721302
INDIA
INTRODUCTION

With the advancement of computational technology, digital literacy has become an inevitable part of business. For gaining competitive advantage through data driven decision making, tools such as IoT, Cloud, Data Analytics and AI has become inevitable skillset that every manager should be aware of, at least at a basic level. In this program, we help managers to connect that dots to ensure that they become digitally literate. The program helps future managers to be technology ready.

OBJECTIVES OF THIS COURSE

- This programme will teach the participants about the key concepts of digital literacy
- It will also teach the participants how the digital tools can be used in business
- The programme will help the participants use the acquired skills in solving assignments and case studies.

KEY FEATURES

- Learn from IIT Kharagpur faculty and industry leaders
- Weekend program (Starting from 5th December 2020)
- 20 hours interactive training
- Certificate from VGSOM and IIT Kharagpur, Continuing Education Program

COURSE CONTENTS

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<td>Introduction to Cloud Business</td>
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COURSE SCHEDULE

We will have up to 8-hour session every weekend (Saturday 4 hours and Sunday 4 hours). We will share the exact schedule closer to the date of the course.
PEDAGOGY

The methods consist of lecture sessions, hands-on-exercises, discussion on cases and live problems. Academicians with proven knowledge, Industrial experience, and demonstrable and related areas will deliver lectures and analyze case studies.

TARGET PARTICIPANTS

Category-1 (Students): At least 1st year B.Tech undergraduate pass out.
Category-2 (Others): Teachers / Scientific Officers / Instructors / Technical Assistants / Persons from Industries.

APPLICATION AND FEE

For Category 1 – INR 7000 (including 18% GST)
For Category 2 – INR 10000 (including 18% GST)
Program Fee is non-refundable, non-transferable under any circumstances
For offline registration and scholarships please contact the course coordinator
The course fee includes course materials only.

The course fee can be paid in the following ways:

• Candidates should apply online: https://erp.iitkgp.ac.in/CEP/courses.htm
• Please find the course in the page and apply. Candidates should pay their course fees online through online payment gateway.
• For difficulty in paying online fees, please contact the Dr. Swagato Chatterjee whose contact details are given below.

Important Dates

Last date of application– 20th November, 2020
Course coordinator

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Assistant Professor (Marketing and Analytics)  
Vinod Gupta School of Management,  
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