

Directional Note for  
**Academic Programmes**  
**for ISPTEC**

Proposed to



11<sup>th</sup> March 2021



# ABOUT ISPTEC AND CURRENT CONTEXT OF NEEDS

ISPTEC is a subsidiary of Sonangol and is a higher education center having 3 schools:

- **Engineering & Technology**
- **Geosciences and**
- **Applied Social sciences**

They have a total of 3200 students, 459 alumni and 190 graduates that would pass out this year

There is a mandate and focus from the government to develop ISPTEC as an institution

Amity is fully capable to deliver courses in an online mode, Classroom mode & in a blended format as well depending upon the requirements of the ISPTEC team



# DISCUSSIONS SO FAR

Given below are some of the specific needs of ISPTC

**Post graduate programs** including MBA and others

Courses in New Age Skills like AI, Machine Learning etc. at Graduate

Support in Lab Staff Development

Courses in Exact Sciences and other science programmes at UG, PG Level

Based on the estimates – we have curated 24 programmes in the specified areas in UG, PG and Diploma formats with different models of delivery



# PROPOSED LIST OF PROGRAMMES : DUBAI CAMPUS



Category	Course Name	Duration
Engineering	<a href="#"><u>Bachelor of Technology (Civil Engineering)</u></a>	3 Years
Engineering	<a href="#"><u>Bachelor of Technology (Computer Science &amp; Engineering)</u></a>	3 Years
Engineering	<a href="#"><u>Bachelor of Technology (Electronics &amp; Communication Engineering)</u></a>	3 Years
Engineering	<a href="#"><u>Bachelor of Technology (Mechanical Engineering)</u></a>	3 Years
Humanities and Arts Sciences	<a href="#"><u>Bachelor of Arts (Honours) Applied Psychology</u></a>	3 Years
Humanities and Arts Sciences	<a href="#"><u>Bachelor of Arts (Journalism and Mass Communication)</u></a>	3 Years
Humanities and Arts Sciences	<a href="#"><u>Master of Arts (Applied Psychology)</u></a>	2 Years
PG Diploma	<a href="#"><u>PG Diploma in Blockchain Technology And Management</u></a>	1 Year
PG Diploma	<a href="#"><u>PG Diploma in Cybersecurity</u></a>	1 Year
PG Diploma	<a href="#"><u>PG Diploma in Data Science</u></a>	1 Year
PG Diploma	<a href="#"><u>PG Diploma in Digital Marketing Strategies</u></a>	1 Year
PG Diploma	<a href="#"><u>PG Diploma in Machine Learning and Artificial Intelligence</u></a>	1 Year



# PROPOSED LIST OF PROGRAMMES : SINGAPORE CAMPUS



**Amity Singapore**

Category	Course Name	Duration
Exact Sciences	<a href="#"><u>Master of Laws in International Commercial Law</u></a>	2 Years
Management	<a href="#"><u>Master of Arts Creative Business Management</u></a>	2 Years
Management	<a href="#"><u>Master of Arts Creative Marketing and Advertising</u></a>	2 Years
Management	<a href="#"><u>Master of Science in Supply Chain Management and Global Logistics</u></a>	2 Years





# PROPOSED LIST OF PROGRAMMES : UK CAMPUS



Category	Course Name	Duration
Management	<a href="#"><u>MBA (General - Marketing, HR, Finance)</u></a>	2 Years
Management	<a href="#"><u>MBA - Banking &amp; Finance</u></a>	2 Years
Management	<a href="#"><u>MBA (Entrepreneurship)</u></a>	2 Years
Management	<a href="#"><u>MBA (Marketing and Public Relations)</u></a>	2 Years
Management	<a href="#"><u>MBA (International Business)</u></a>	2 Years



# PROPOSED LIST OF PROGRAMMES : USA CAMPUS



**Amity USA**

Category	Course Name	Duration
Exact Sciences	<u><a href="#">Master of Science in Computer Science (M.S.)</a></u>	2 Years
Exact Sciences	<u><a href="#">Master of Science in Applied Mathematics and Statistics (M.S.)</a></u>	2 Years
Management	<u><a href="#">Global Master of Business Administration in Management (Global MBA)</a></u>	2 Years



# PROPOSED LIST OF PROGRAMMES



**Amity Dubai**

## Course Name

Bachelor of Technology (Civil Engineering)  
Bachelor of Technology (Computer Science & Engineering)  
Bachelor of Technology (Electronics & Communication Engineering)  
Bachelor of Technology (Mechanical Engineering)  
Bachelor of Arts (Honours) Applied Psychology  
Bachelor of Arts (Journalism and Mass Communication)  
Master of Arts (Applied Psychology)  
PG Diploma in Blockchain Technology And Management  
PG Diploma in Cybersecurity  
PG Diploma in Data Science  
PG Diploma in Digital Marketing Strategies  
PG Diploma in Machine Learning and Artificial Intelligence



**Amity UK**

## Course Name

MBA (General - Marketing, HR, Finance)  
MBA - Banking & Finance  
MBA (Entrepreneurship)  
MBA (Marketing and Public Relations)  
MBA (International Business)



**Amity Singapore**

## Course Name

Master of Laws in International Commercial Law  
Master of Arts Creative Business Management  
Master of Arts Creative Marketing and Advertising  
Master of Science in Supply Chain Management and Global Logistics



**Amity USA**

## Course Name

Master of Science in Computer Science (M.S.)  
Master of Science in Applied Mathematics and Statistics (M.S.)  
Global Master of Business Administration in Management (Global MBA)



# METHODOLOGY OF DELIVERY

## Option 1

### Two Country Programme

50% of the course delivery in Angola  
50% at overseas campus – Dubai, UK, US and Singapore

## Option 2

### Blended Learning Programme

50% of the course delivery in-campus (Angola or Overseas)  
50% of the course delivery online

## Option 3

### Classroom Learning Model

100% of the course delivered in person – instructor led training

## Option 4

### Online Learning Model

100% of the course delivery online – instructor led online training

# ABOUT AMITY EDUCATION

HOME TO OVER 150,000 STUDENTS WORLDWIDE, THE AMITY EDUCATION GROUP IS A NOT FOR PROFIT EDUCATION FOUNDATION.

Founded 25 years back, we pride ourselves on providing globally benchmarked education – from pre-school to Ph.D.

We have campuses across Amsterdam, Dubai, London, Singapore, New York, Delhi, Tashkent and plans to be in every major city of the world.

With our wealth of knowledge and expertise, progressive teaching methods, together with state-of-the-art infrastructure at every campus, enables our students to become forward thinking individuals, who are not only ready, but eager to change the world for the better.



Amity's Global Footprint

At Amity we benchmark only against the best institutions around the world. Our faculty and senior team travel all over the globe to learn and imbibe the best practices so that we can give a solid foundation for learning.

# ACCREDITATION AND CERTIFYING BODIES



جائزة دبي التقديرية للجودة  
DUBAI QUALITY APPRECIATION AWARD

جائزة دبي التقديرية للتنمية البش  
HUMAN DEVELOPMENT APPRECIATION AWARD



WINNER OF  
BEST CAMPUS  
AWARD



US REGIONAL ACCREDITATION



Senior College and University Commission  
Gold Standard of Accreditations Globally



## Our University Partners



Harvard Business  
School Online



A unit of the Arizona State University Knowledge Enterprise



# AMITY UNIVERSITY



VICTORIA  
CONSULTING LTD





# BACHELOR OF TECHNOLOGY (Civil Engineering)

The B. Tech (Civil Engineering) programme at Amity University Dubai gives students the opportunity to build their careers in the construction industry by providing them with the knowledge needed to become an expert in the civil engineering field. The state-of-the-art Civil Engineering lab at the university gives students the opportunity to realise their theoretical knowledge.

## **Programme Description –**

This programme gives students the opportunity to build their careers in the construction industries by providing them with the knowledge needed to become an expert in the civil engineering field.

## **Job roles include:**

Supervisor or managerial positions at construction sites, design and research, as well as teaching in government services or private sectors.

With creativity and technical skill, civil engineers plan, design, construct and operate the facilities that are essential to modern life, ranging from bridges and highway systems to water treatment plants and energy-efficient buildings.

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# BACHELOR OF TECHNOLOGY (Computer Science & Engineering)

The B. Tech (Computer Science and Engineering) programme at Amity University Dubai is designed to provide the industry with engineers with a high level of in-depth knowledge and expertise in a wide range of relevant topics. Using the high-tech lab, our students will also develop related skills in research and an understanding of the process of technological innovation, opening up a gateway for successful careers with global IT firms or for higher studies.

## **Programme Description –**


With the opportunity to specialise in specific practical disciplines you will develop the technical skills to make your mark in a professional, industrial environment, as soon as you graduate.

## **Job roles include:**

Programmer  
Web Developer  
E-Commerce Specialist

Computer Engineers have plenty of options in departments such as design, development in hardware and software, assembly, manufacturing, networking, and maintenance. Non-IT companies include universities, government departments and business organisations.

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# BACHELOR OF TECHNOLOGY (Electronics and Electrical Engineering)

The Bachelor of Technology (Electrical and Electronics Engineering) degree at Amity University Dubai enables students to demonstrate a sound understanding of fundamental principles as well as apply these as an individual or as a team leader in diverse teams and in managing projects within a multidisciplinary settings. Our high-tech specialised electronics and electrical lab encourages students to gain practical knowledge of fundamental concepts to support their career aspirations.

## **Programme Description –**

Bachelor of Technology (Electrical & Electronics Engineering) allows students to select courses of their choice from specialisation, domain elective and open elective courses over and above the core courses, based on individual interest without sacrificing the basic objectives of the course. This option makes the course more interesting and attractive to students.

The electronic and electrical sector continues to enjoy consistent growth. The demand for professionals is based largely on their technological knowledge. The sector continues to bring exciting new technologies to the market like high-speed data services, voice communications over the internet, wireless networking and more.

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# BACHELOR OF TECHNOLOGY (Mechanical Engineering)

Mechanical Engineering is one of the largest, oldest and broadest branches of Engineering. It has remained in the highest demand and is predicted to continue to grow as a profession. The total number of mechanical engineering jobs is projected to grow by 16% over the next decade in the US. At Amity University Dubai, students study both the fundamentals of mechanical engineering as well as gaining practical knowledge of concepts and their applications in our state-of-the-art laboratories, which are equipped with the latest versions of the machinery used throughout the industry.

## **Programme Description –**

Students will acquire analytical skills, knowledge of Mechanical Engineering, design and domain tools in order to contribute to the technological and economic development of society. Students will gain the knowledge and skills needed to identify, formulate, analyse and solve Mechanical Engineering problems.

A graduate in Mechanical Engineering has opportunities in a variety of sectors such as fabrication and technical services, engineering and construction, rig repair, safety planning and procurement. Employment opportunities in product design, procurement, technical sales and management are also high.

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# Master of Laws in International Commercial Law

Our Master of Laws (LLM) programme in International Commercial Law will offer you a way ahead in a highly competitive global market, by equipping you with a strong body of specialist knowledge while developing the analytical ability so needed in commercial legal services. This area of law provides a basis for international business transactions and the development of international markets. The increasing relevance of our LLM degree in International Commercial Law makes it an excellent choice for those seeking opportunities in the commercial world and understanding of the global challenges it faces.

## Programme Description –

- The creation of a learning environment which fosters debate and constructive argument;
- Modules which encourage students to critically assess theory and leading edge practice with a view to creating new concepts and practices for the future;
- Practical projects which foster originality of thought and enterprise;
- Exercises which develop critical analysis of financial statements.

Students will be presented with increasingly complex business scenarios (case studies) and will be encouraged to gain a deeper and wider perspective of the business problem, while at the same time maintaining the strategic view which is the key concern of the Business Management student.

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# M.S. in COMPUTER SCIENCE PROGRAM

Learn the theoretical, apply the practical. Upgrade your career with a master's degree in computer science

Specializations available in:

- **Cybersecurity**
- **Software Engineering**

**Software engineering students** will be instructed in the research, design, development and testing of operating systems-level software.

**Sample foundation courses for the M.S. in Computer Science** include:

- Business Continuity Planning
- Data Science
- Cyber Law & Ethics

## Qualifying Undergraduate Degrees

A four-year undergraduate (bachelor's) degree or equivalent in any of the following:

- Computer Applications
- Computer Science
- Computer Engineering
- Computer Science and Engineering
- Information Technology
- Information Technology Infrastructure
- Information Technology Infrastructure Management Services
- IoT (Internet of Things)
- Software Engineering

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# M.S. in APPLIED MATHEMATICS AND STATISTICS PROGRAM

Students looking to advance their careers in areas such as scientific computing, optimization and statistics will broaden their professional capabilities with a Master's of Applied Mathematics and Statistics.

## Specializations available in:

- Applied Mathematics
- Statistics

## STEM approved program

## Sample Coursework

- Probability and Statistics
- Data Science
- Special Topic in Applied Mathematics or Statistics

**Qualifying Undergraduate Degrees**  
A four-year undergraduate (bachelor's) degree or equivalent in any of the following:

- Applied Mathematics
- Mathematics
- Mathematics and Computing

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# Bachelor of Arts (Honours) Applied Psychology

Applied Psychology assists in gaining knowledge and understanding of key areas of Clinical, Organisational, Counseling, Developmental, Psychopathology, Social, Cognitive Psychology as well as Behaviour Modification and Research Methods and more. At Amity University Dubai, students develop practical research, analytical and reporting skills, making the course an appropriate foundation to launch a successful career or for further studies. The course offers the student a buffet of courses and coaches in all the major specialisations under Psychology.

## **Programme Description –**

The BA(Hons) Applied Psychology Programme at Amity University Dubai offers a broad and self-contained introduction which covers the basic principles of learning, biological bases of behaviour, thinking, memory, personality, social influences on behaviour (Social Psychology), and changes in behaviour throughout the lifespan (Developmental Psychology) and social Gerontology and Health.

A degree in Applied Psychology can be utilised for employment in almost every industry and in specific roles that involve influencing human behaviour such as marketing, sales, counseling, and social work. Opportunities for work in the hospitals (Clinical/Counseling Psychologists/ Child Psychologists/Marriage and Family Therapist), NGOs,

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# Master of Arts in Applied Psychology

From educational, clinical and industrial to counselling and training, Applied Psychology will give you the knowledge and understanding needed to specialize in all aspects of psychology. At Amity University Dubai, students develop advanced analytical and reporting skills, the ideal programme to kick-start your career in any area of psychology.

## **Programme Description –**

The programme will help students get a better understanding of themselves and those around them, creating a significantly positive impact on society as a whole. Applied Psychology students have access to a well-equipped Psychology Lab with a range of experimental material. The course also offers the opportunity to intern in all applied fields of Psychology; at hospitals, NGOs, corporate firms or schools. A vast majority of courses are dependent on interest and are regularly revised in order to incorporate the latest developments in psychology. Throughout the course you will gain practical experience, and learn how to devise and run your own experiments.

This comprehensive 2-year programme covers a range of introductory courses designed to give students a complete overview of all areas of psychology and its concepts. Students are then given the opportunity to choose their own electives based on areas of interest. Cognition, development, personality, industrial and social psychology are just some of the popular choices.

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# Bachelor of Arts (Journalism and Mass Communication)

With the expanding world of new media, opportunities for employment in the media field will increase over the next decade. Journalism and Mass Communication is an exciting and fast-paced field with a wide selection of careers in creative industries, in areas like Journalism, Public Relations, Television, Advertising Agencies, Radio Broadcasting and much more.

## Programme Description –

Aspirants who have a passion for media learning are selected. The course provides basic studies and knowledge about the media industry. Specialised subjects in Journalism (print, TV, design, and web), public relations, event management, films, photography through the three years of the course provide theoretical knowledge and hands-on experience to the students, thus making them industry ready.

The course structure has been designed to give a simple and easy understanding of all the aspects of mass communication. Starting from the history and concluding with internships, hence providing all access and support to all students, in all subjects and finally being able to decide their field of interest. The students will be required to obtain the required CGPA, to complete the course.

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# MBA – General (Marketing, HR, Finance)

The BBA-General programme aims at developing business leaders with a functional knowledge of all the domains of management. Students will learn to meet the challenges of the contemporary business world and enhance their knowledge to assess and capitalise on opportunities through innovation and resource maximisation. The programme at Amity University is structured to give our students a sound knowledge of business fundamentals as well as real world exposure through industry interactions, case studies, role-plays, group projects and presentations.

## **Programme Description –**

Bachelor of Business Administration is a professional degree programme and is renowned in the field of undergraduate management education. The programme is better known for its output in terms of management professionals who are young, energetic and endowed with a variety of skills. It is also one of the oldest programmes offered under the flagship of Amity University.

The program will help you develop the ability to identify, analyse, and solve complex business problems across a range of business functions, including general management, marketing, administration, human resource management, economics, and accounting. The BBA will give you the versatility that is much sought out amongst employers, and it is also the ideal program for aspiring entrepreneurs.

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# MBA - Banking & Finance

Insurance and Banking form two of the most vital aspects of a thriving economy, and in the UAE, retail banking is expected to grow by 10% p.a. A BBA in Insurance & Banking is your entry into this rapidly growing sector, offering many opportunities for development in investment banking, treasury and forex banking, as well as all other areas of insurance.

## **Programme Description –**

Banking plays an important role in safeguarding the economy's M1 money supply while insurance contributes to economic growth by improving the investment climate and promoting more business. Thus, Banking & Insurance form two of the most vital aspects of a thriving economy and an elite career option for professionals with the right degree.

Our BBA course is tailored to offer a different academic experience, where you'll be able to determine your career and develop skills based on your choice of profession.

Professionals can find lucrative opportunities in the area of retail, investment, merchant, treasury and forex banking, all branches of insurance such as life, property, automobile, and medical insurance. The rapidly growing field of finance and investment services is also attracting many reputed firms and independent consultants.

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# MBA - Entrepreneurship

For those who believe in the power of innovation and the thrill of starting up their own business or who plan to take a role in their family's business, Amity University offers a specialised BBA programme. The course is designed to give students an in-depth knowledge of business fundamentals with specific focus on entrepreneurship and innovation skills. Students also have access to The Incubation Centre with a team of experts to mentor new businesses through the start-up phase.

## Programme Description –

The BBA (Family Business & Entrepreneurship) programme was launched in 2010. It has been designed to offer the skill set and the knowledge required to handle and carry on successful family businesses. The programme is divided into six semesters, which are packed with a variety of courses picked from management and allied fields.

Our BBA course is tailored to offer a different academic experience, where you'll be able to determine your career and develop skills based on your choice of profession.

Entrepreneurship is an ideal choice for candidates who would like a career advancement in areas of venture capital, new business creation and emergent technology, among others. Many potential employers choose candidates with a degree in Entrepreneurship to manage a business.

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# MBA (International Business)

On the MBA course you will work closely with businesses in the overseas, experiencing a wide range of business dynamics at all levels. Our approach is to constantly apply theory to practice, enabling you to immediately apply your learning in the real world and make a lasting impact on your industry.

## **Programme Description –**

Classes and seminars supplement lectures, where fuller analysis and discussion takes place and important business skills, such as analysis, argument and synthesis, can be developed. Case studies are used as a means of relating theory to practical situations and students will often work in small groups with other students on assignments designed to develop problem solving and interpersonal skills. Cross-Cultural Management skills are developed in a variety of workshops and Issues in Global Competitiveness are the focus of a specialist series of seminars. Researching and writing a project develops skills in information gathering, analysis

- This MBA in International Business delivers a series of industrial seminars, given by outside speakers from industry and commerce which provides contemporary 'real world' perspectives on the business environment
- Often these speakers are MBA alumni who can lend their perspective on how the course helped them to develop their career.

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# MBA in Marketing & Public Relations

This pathway combines business and management with the study of marketing. The programme is tailored to the needs of marketing professionals and students looking to progress in a career within the marketing and public relations sector.

## Programme Description –

The programme is focused on building student's knowledge and expertise in a variety of marketing functions. Modules in the programme include: Digital Marketing Communication and PR, which will provide students with an understanding of the design and implementation process in digital marketing strategies, Sustainable Business, which examines the relationship between business and the natural environment within a social and economic context and Marketing Fundamentals, which build students' knowledge on the marketing environment and marketing management.

- The skills required for communication and public relations have been drastically redefined by changes in social and digital media. Professionals in the field are required to coordinate increasingly complex public relations campaigns now that consumers and brands are so interconnected. This program will provide students with creative thinking skills and the know-how to stay ahead of current trends and to apply the latest technologies and communication strategies.

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# Master of Arts

## Creative Marketing and Advertising

Our MA Creative Marketing & Advertising course offers those with wider business knowledge the opportunity to focus on marketing, communication, PR and advertising within the fast-growing creative industries.

### **Programme Description –**

Studying MA Creative Marketing & Advertising at postgraduate level will allow you to further develop and refine your existing skills and critical insight into the professional, theoretical and practical world of creative promotion. Supported by teaching professionals and working alongside other practitioners, you will be able to enrich your learning experience.

Every course is taught with a global perspective, giving graduates the skillset required to pursue a creative business career anywhere in the world. Our teaching programmes are all project based, combining knowledge from both business and the creative industries in order to produce well-rounded, highly employable graduates with a highly-regarded qualification.

- Your learning programme will consist of seminars, tutorials and practical workshops with a strong emphasis on independent research.
- In order to develop lifelong professional skills that relate to your career aspirations, you will undertake your own exploration of creative advertising and marketing practice, investigating creative ideas and developing practical solutions to complex industry related problems.

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# Master of Arts

## Creative Business Management

Studying MA Creative Business Management for the Creative Industries will push you to the forefront of management in one of the UK's most successful business sectors. The course will enable you to further develop your creative management skills business acumen which will support your professional development in your preferred creative industry.

### Programme Description –

Every course within our Business School portfolio is taught with a global perspective, giving graduates the skill set required to pursue a creative business career anywhere in the world. Our teaching programmes are all project based, combining knowledge from both business and the creative industries in order to produce well-rounded, highly employable graduates with a highly-regarded qualification.

This course is perfectly suited to those with a business background and enthusiasm for creative subjects.

- Learning through seminars, tutorials and workshops, you will use in-depth knowledge of the creative economy and how businesses operate to develop your professional working skills, both autonomously and collaboratively.
- As you progress through the course you will explore the unique identity of international business practice and strategy specific to creative practices. We will encourage you to challenge preconceptions and highlight opportunities for professional business development within your own preferred subject area.

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# Master of Science in Supply Chain Management and Global Logistics

Immersed in the latest technologies and innovations within the supply chain and global logistics industry, including artificial intelligence, blockchain technology, big data analytics and automation. You will also explore live issues such as risk mitigation, sustainability and ethics. This programme will help you develop an understanding of international business trends that shape global supply chains and how they impact your business.

## Programme Description –

Students will be presented with increasingly complex business scenarios (case studies) and will be encouraged to gain a deeper and wider perspective of the business problem, while at the same time maintaining the strategic view which is the key concern of the postgraduate student.

The programme is delivered via lectures, seminars, workshops, business games and simulations and directed independent study

- The creation of a learning environment which fosters debate and constructive argument;
- Modules which encourage students to critically assess theory and leading edge practice with a view to creating new concepts and practices for the future;
- Practical projects which foster originality of thought and enterprise;
- Exercises which develop critical analysis of financial statements.

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# PG Diploma in Blockchain Technology And Management

Blockchain technology is a growing field worldwide, with the demand for experienced blockchain professionals increasing. The world's most famous cryptocurrency, Bitcoin, is powered by blockchain technology. The technology makes businesses more resilient, to hacks and fraud, while speeding up transactions and bringing down costs.

## Programme Description –

This programme will help students understand how to transform business strategies within emerging competitive technological spaces. Students can expect a holistic and structural learning experience with in-depth coding knowledge, to build the confidence needed to successfully implement what has been learnt in an organisation. Blockchain has the potential to elevate efficiency in all sectors and industries like finance, judiciary and commerce. Students will gain insight about the field and learn programming skills that will help them become successful blockchain developers and architects.

- Over a 12-month period students will cover 10 courses with 52 credits, getting a complete understanding of the fundamentals of Blockchain Technology while implementing what they have learnt in different functional domains through projects. This blended learning experience will include contact hours and digital learning, helping students master skills and methodologies, and creating blockchain strategies and solutions with exposure to digital tools and platforms that are needed to foster innovation in an organisation.

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# PG Diploma in Cybersecurity

Securing of data, personal informational, intellectual property, government systems and organisational assets are becoming increasingly important. Companies around the world are now investing in cybersecurity, and realizing the value and need to protect an organisation against external cyber threats.

## **Programme Description –**

From monitoring data and safeguarding information to creating security plans, the functions and uses of cybersecurity have evolved over the years. Banking, finance, online retails, healthcare and education are just some of the many high risk sectors that require skilled professionals to manage their cybersecurity.

Through the 13 course programme, students be will also build a strong conceptual understanding of the regional cybersecurity practices and systems through this blended learning programme that will include contact sessions and digital learning.

This 1-year Post Graduate Diploma will give students a comprehensive understanding of how to secure IT infrastructure, building intelligence for threat detection, executing cyber security operations, understanding ICS security, designing cloud-based security and will also teach students how to achieve compliance.

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# PG Diploma in Data Science

Over 9 courses with a total of 52 credits, our Data Science programme prepares students with the latest job-ready skills needed to pursue roles like data analyst, business analyst, data scientist, machine learning engineer, data mining engineer, data architect, data engineer and more.

## **Programme Description –**

From assisting management to make data-driven decisions to becoming a competent and strategic data analyst, data is a complex and essential part of any organisation. As we move to become a more data-driven world, the analytical skills needed to process information continue to be in high demand.

The programme aims to provide students with training in data science methods, with a focus on statistical perspectives, giving students knowledge and understanding to formulate and develop statistical models in a logical manner.

The programme covers an introduction to data science, visualization techniques, decision-making and predictive analysis, data modeling optimisation and big data analytics. Each module is designed to give students a comprehensive understanding of the field of data science, while also applying learnt skills to projects that will help build a portfolio of work. The course also covers tools like R, R studio, Tableau, Python, Hadoop, Spark, Hive and SQL, along with industry relevant projects.

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# PG Diploma in Digital Marketing Strategies

Over a period of 12 months, this 14 course programme will cover the core concepts of digital marketing, strategic social media marketing, search engine optimization, search engine marketing, display marketing, effective content marketing, remarketing, email marketing, mobile app marketing, digital analytics and digital strategy and planning.

## Programme Description –

Companies are always in search of new and innovative digital strategies to stay relevant and profitable in a dynamic and competitive market. Understanding a customer's experience and the requirements of a business are key to developing ideas and creating successful marketing strategies.

From using social media tools (LinkedIn, Twitter, Facebook) to market your business and connecting with an audience to discovering how to drive sales and increase customer engagement through search engine optimization, students will learn how to tackle the fast-paced profession, its strategies and related practices.

The programme will bring to life marketing theories, techniques and principles that can be put into practice in a workplace. Students enrolled in the programme will learn how to create effective and impactful campaigns across a number of channels, and the basic principles of marketing and how it directly impacts several other areas of an organisation, like human resource management, business management and accounting.

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# PG Diploma in Machine Learning and Artificial Intelligence

In recent times, the need for job positions like intelligence designer, data curator, machine learning engineer, data scientist and robotics process analyst are frequently seen on job listings. Building smart apps, designing intelligent bots to solve real-world problems and giving machines the ability to be self-sufficient

## Programme Description –

This 12 month programme is part of a blended learning methodology which includes industry-academia collaborations that will push students to achieve better results in their career. Students will get hands on experience in developing algorithms which will help them recommend informed options to decision makers in an organisation. The programme aims to train professionals for the digital jobs of the future.

Following the programme, students will be able to spearhead machine learning models and uncover hidden insights to problems that were once thought impossible.

Machine learning is an emerging technology trend that is revolutionising the way we do business in all industries. The programme's core curriculum will give students a deeper understanding of AI and essential machine learning concepts.

As businesses and social media continue to generate large amounts of data, experts with the knowledge to refine, interpret and process it have become increasingly important. Machine learning helps companies promote their products better and make accurate sales forecasts.

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# GLOBAL MBA

## THE M.B.A. THAT PREPARES YOU FOR THE GLOBAL BUSINESS WORLD OF TOMORROW

You will learn to think critically, find global business solutions and analyze and question data. Through the program, you will gain a demonstrable ability in the following areas:

- Critical thinking
- Ethical decision making
- Effective communication
- Global perspective
- Leadership

### Sample Coursework

- Negotiations and Communications in a Global Context
- International Financial Management
- Global Marketing Strategy
- Developing World Class Human Resources
- Creating Organizational Value with Operations and Supply Chain Management

### Sample Coursework

- Negotiations and Communications in a Global Context
- International Financial Management
- Global Marketing Strategy
- Developing World Class Human Resources
- Creating Organizational Value with Operations and Supply Chain Management

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