



**Venkateshwara
Group of Institutions**



**SHRI VENKATESHWARA
UNIVERSITY**

HUGHES
GLOBAL EDUCATION

**Venkateshwara Group of Institutions &
Hughes Global Education
Jointly offer fast-track career advancement
Postgraduate Diploma programs**



- ✓ **Blockchain Technology**
- ✓ **Artificial Intelligence & Machine Learning**
- ✓ **Data Analytics**
- ✓ **Business Analytics**
- ✓ **Digital Marketing**

**Duration : 12 Months
Online + Workshops**

**Designed to meet Industry 4.0 requirements
for Freshers and working Professionals**

Case studies and Live projects

Internationally recognized certifications

**Placement
Assistance**

About VGI & SVU

Located in Meerut, Uttar Pradesh, Venkateshwara Group of Institutions is a leading educational group in Northern India. Established in the year 1998 with the mission of "AFFORDABLE EDUCATION FOR ALL" combined with academic excellence. Founded by Dr. Sudhir Giri, whose vision is to make learning a unique experience passion leading to academic excellence, innovation and entrepreneurship.

VGI, through its Group Institutions fulfils the need for quality education from primary schooling to doctoral level courses. The Group, in its journey of over two decades of academic excellence has actively contributed to nation building by transforming the lives and careers of thousands of individuals. Currently, around 30,000 students across the country are enrolled in various institutions of the group.

The flagship institution of the group – Shri Venkateshwara University (SVU), located in Gajraula, Uttar Pradesh reputed for quality higher education and research offers 100+ academic programmes at Bachelor's, Master's and Doctoral level in Medicine, Engineering, Pharmacy, Nursing, Commerce and Management, Basic & Applied Sciences, Agricultural Sciences and Education etc.

The campus spread over 56 acres possesses modern infrastructure, well equipped labs, libraries, gymnasium, Wi-Fi connectivity, and round the clock power back up. Over 2000 well qualified and experienced faculty with impressive research credentials are employed with the group for continuous transformation and development of our students."



Hughes Global Education India Ltd.

Hughes Global Education is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice, and data classes with a spread across 75+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -classroom teaching with the latest in technology.

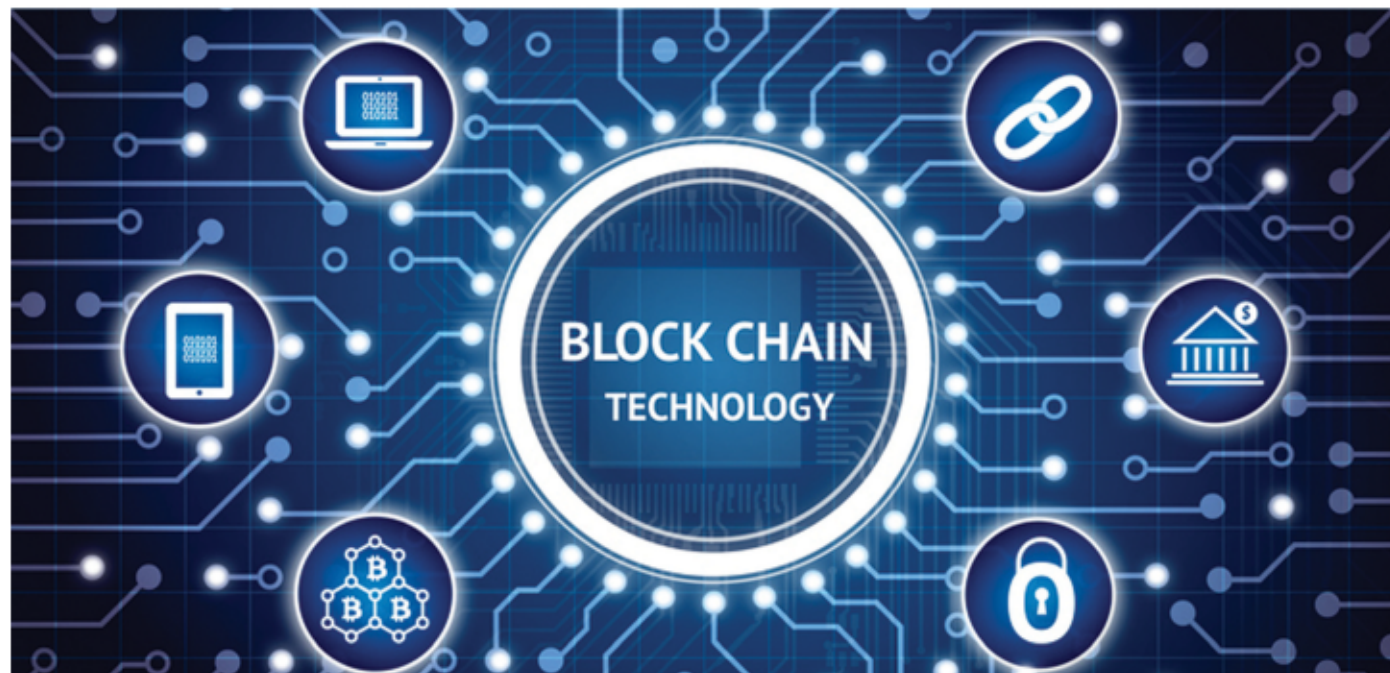


Hughes Network Systems, LLC (HUGHES) is the global leader in broadband satellite technology and services for home and office. Our flagship high-speed satellite Internet service is HughesNet®. It is the world's largest satellite network with over 1.3 million residential and business customers across North and South America. For large enterprises and governments, the company's Hughes ON™ managed network service provide complete connectivity solutions. These solutions employ an optimized mix of satellite and terrestrial technologies. The JUPITER™ System is the world's most widely deployed High-Throughput Satellite (HTS) platform. It is operated on more than 20 satellites by leading service providers and delivering a wide range of broadband enterprise, mobility and cellular backhaul applications. Our technology is also powering broadband services in aircrafts around the world.

Post Graduate Diploma in Blockchain Technology

Along with online learning, VGI workshops act as physical platform for peer-to-peer learning, networking and idea exchanges. Basecamp brings together, a hybrid. Offline and online learning experience for all the participants.

Blockchain technology can be applied virtually to every business domain. Currently, there is explosive growth in financial, healthcare, government, insurance industries, and this is just the beginning. This course deals with the basics of blockchains, smart contracts, and crypto currencies. It covers the landscape of blockchain technology and points out some of the key things to be aware of the blockchain projects.



Course Content

- Overview of blockchain technology
- The Cryptocurrency Network
- Ethereum Blockchain
- Blockchain platforms-Hyperledger
- Blockchain platforms-Microsoft, IBM, etc.
- Endnotes and the future of blockchain
- Blockchain in Finance
- Blockchain in government and public administration
- Blockchain in operations and supply chain
- Regulatory and Policy Considerations of Blockchain Technology
- Privacy and Risks in Using Blockchain Technology
- Digital Ledger
- Technicalities & Implementation of Blockchain
- Applications of Blockchain Technology
- Architecting Blockchain Solutions
- New Generation Technology & Shift of Blockchain



Career Prospects in Blockchain Technology:

Blockchain is an adaptive and innovative technology that has the potential to change current systems and businesses. Its potential impact extends far beyond banking and financial industries. In fact, blockchain's applications range over multiple industries and fields-TELCO & MEDIA, ENERGY, RETAIL & SERVICES, FINANCE & INSURANCE, PUBLIC

- Software Engineer.
- Product Manager. ...
- Risk Analyst. ...
- Tech Architect. ...
- Analyst Relations Manager. ...
- Business Analyst. ...
- Crypto Community Manager. ...
- Front End Engineer.

Post Graduate Diploma in Artificial Intelligence & Machine Learning

Along with online learning, VGI workshops act as physical platform for peer-to-peer learning, networking and idea exchanges. Basecamp brings together, a hybrid. Offline and online learning experience for all the participants.



Programme Objective:

The programme aims at developing in-depth knowledge and skills in Artificial Intelligence area. It covers the following:

- Fundamental concepts of Artificial Intelligence.
- Language and Tools.
- Applications of AI in various industries viz. Healthcare, Electric Vehicles, Speech Analytics Software Solutions, Banking and Financial Industry.
- Economic, Social and Cultural impact of Artificial Intelligence tools and systems.
- Hands on case study by Industry Experts
- Skill development using the recent concepts and techniques of Machine Learning.
- Computational techniques in the area of Artificial Intelligence, Natural Language Processing, Machine Learning and Deep Learning based applications.

Course Content

- Fundamentals of Artificial Intelligence
- Mathematics for Artificial Intelligence
- Advanced Programming using Python
- Data Analytics
- Practical Machine Learning
- Deep Neural Networks
- Natural Language Processing & Computer Vision
- AI Compute Platforms, Applications & Trends
- Project

Career Prospects:

Participants successfully completing the programme shall be awarded with two certificates – A certificate from Hughes Global Education and a Postgraduate Diploma from Shri Venkateshwara University.

The credits earned in the programme shall be accepted for Master's programme (M. Tech/M.Sc.) and participants after successfully completing the programme may enrol for second year of Master's programme (M. Tech/M.Sc. in Artificial Intelligence & Machine Learning).

The global artificial intelligence market size is expected to reach USD 390.9 billion by 2025, according to a new report by Grand View Research, Inc.

A Gartner study reports that AI is an emerging field that will create 2.8 million jobs by 2020. AI encompasses artificial intelligence, machine learning, expert systems, data mining, and more. In today's world, AI capabilities are in high demand across industries—gaming, robotics, face recognition software, weaponry, speech recognition, vision recognition, expert systems, and search engines.

The major jobs in artificial intelligence domain are - Machine Learning Engineer; Robotic Scientist; Data Scientist; Big Data Engineer; Business Intelligence Developer etc.



Post Graduate Diploma in Data Analytics

Along with online learning, VGI workshops act as physical platform for peer-to-peer learning, networking and idea exchanges. Basecamp brings together, a hybrid. Offline and online learning experience for all the participants.



Programme Objective:

Data Analytics is the combination of skills, technologies, applications and processes used by organizations to gain data-driven insights. These insights can be used to aid decision-making across functions including finance, marketing, and operations. It is aimed at practical learning; therefore, most concepts will be linked with hands-on training, where participants will be expected to work with dummy datasets, and real data sets. The Post-graduate Diploma programme with an objective to impart knowledge on techniques and theories related to data science which includes statistics, data mining, data warehousing and data visualisation. The programme enables participants to apply the knowledge of computing techniques and tools in the field of Big Data for solving real world problems encountered in various industries.

This programme is useful for students who wish to develop and utilise their skills to achieve a thorough knowledge of data science and engineering.

Course Content

- Data Acquisition and Production
- Machine Learning.
- Mathematical and statistical Techniques in Computer science
- Soft Computing Techniques
- Analysis and Design of algorithm.
- Image and Video Analysis
- Massive and Graphic Analysis
- Machine Learning
- Advanced Web Analytics
- Deep Learning and Web
- Bioinformatics
- Health Care and Analytics



Career Prospects

“Data analyst” is one of the most in-demand job titles, and you’ll find that skilled data professionals can work in almost any industry, across a wide range of organizations. As such, becoming a qualified data analyst will open the door to a highly varied and rewarding career path. Attractive salary packages are offered to Data Analysts, Business Analysts, Data Scientists, Health care Data Analysts and Data Analytics Consultants etc.

Post Graduate Diploma in Business Analytics

Along with online learning, VGI workshops act as physical platform for peer-to-peer learning, networking and idea exchanges. Basecamp brings together, a hybrid. Offline and online learning experience for all the participants.



Programme Objective:

Business analytics is the future of business, and many businesses have also begun to incorporate technology into their daily functioning. The programme enables the participants to learn about to collect, sort, arrange, and analyse data with the use of technology. Business analytics is one of the fastest rising specializations owing to it's perfect mix of technology and business, and accuracy of the business insights.

The participants will gain insights into the latest data science tools and their application in finance, health care, e-commerce, product development, sales and more. With real world examples, the programme demonstrate how data science can improve corporate decision-making and performance, personalize medicine and advance your career goals.

Program Curriculum:

- o Statistics for Data Science
- o Machine Learning for Data Science and Analytics
- o Enhanced Learning with Industry Leaders
- HR Analytics
- Big Data Analytics
- o Operations and Supply Chain Analytics
- o Ethical and Legal Aspects of Analytics
- Predictive Analytics
- Marketing Analytics
- Data Mining
- Analytics Systems Analysis & Design
- Analytics Capstone Project

Career Prospects

Business Analyst , Data Scientist, Market Research Analyst
Healthcare Analyst, IT Analyst



Post Graduate Diploma in Digital Marketing

Along with online learning, VGI workshops act as physical platform for peer-to-peer learning, networking and idea exchanges. Basecamp brings together, a hybrid. Offline and online learning experience for all the participants.



Programme Objective:

In the era of digital revolution, technology has opened new opportunities for marketing. In the time of individualization, digitalization, networking along with the emergence of enlightened consumer is posing new challenges as well as opportunities for marketing. The evolving discipline of digital marketing offers opportunities for innovation, profitability, affordability, measurability and targeting. This specialization has been designed to use new technologies and devices to market the product and services. Exploring the emerging tools offered by internet. Access the realm of social media Understand and estimate the mind- set of online consumers, Design tools to enhance consumer online experiences.

Course Content

- Introduction to Digital Marketing
- Search Engine Optimization
- Search Engine Marketing
- Social Media Marketing Tools
- Email Marketing and Mobile Marketing
- Web Analytics
- Basics of Web Designing
- Content Analytics
- Design Essentials
- Mobile Marketing
- E-Commerce Management
- Online Reputation Management



Career Prospects

Digital marketing has not only opened opportunities for organization, but also enormous opportunities have boomed for digital marketers, web designer, web analyst and web developer. Content writer and content marketer, Content strategist, SEO analyst, Social media specialist, SEM specialist, Email marketing specialist, Digital Analytics.

Highlights

- ✓ Live online classes by the Industry Experts and Best Faculty.
- ✓ Specifically designed for working executives with the flexibility benefits of interactive onsite learning.
- ✓ Exclusive focus on imparting relevant skills for career development and it enables superior performance on the job.

Eligibility

- Bachelor's Degree in Engineering (B. Tech or equivalent) in any branch.
- BBA, BCA, B.A, B.Sc, B.Com
- Bachelor's Degree in Science (Maths, Computer Science, Statistics, IT, Electronics, Mathematics, Statistics, Physics)

Who Should Attend?

Students and executives looking forward to learning and growth in their career.

Pedagogy

A mix of lectures, case discussions, and hands-on exercises

Programme Fee: INR 80,000 (payable in Two installments)



Apply Now

www.venkateshwaragroup.in | www.svu.edu.in

Call 8859500706, 8859500707

VENKATESHWARA GROUP OF INSTITUTIONS,
NH-58, JATOLI, MEERUT, UP.

SHRI VENKATESHWARA UNIVERSITY
NH-24, Venkateshwara Nagar,
Rajabpur Gajraula, Dist: Amroha, U.P.- 244236