



NITTE
EDUCATION TRUST

**Justice K. S. Hegde
Institute of Management**



**A One-day Intensive
Executive Development Program**

on

**Understanding Artificial Intelligence and
Design Thinking for Building an Organization of the Future**



Date: Friday, 27th April 2018

Centre for Executive Development

Justice K. S. Hegde Institute of Management

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"We know what we are, but know not what we may become" - William Shakespeare

About the Program

Artificial Intelligence (AI) is a relatively new field. Even though some groundwork had been laid earlier, AI began in earnest with the emergence of the modern computer during the 1940s and 1950s. It was the ability of these new electronic machines to store large amounts of information and process it at very high speeds that gave researchers the vision of building systems which could emulate some human abilities. During the past forty years, we have witnessed the realisation of many of these early researchers' visions. We have seen computer systems shrink in size and cost by several orders of magnitude. We have seen memories increase in storage capacity to the point where they equal a significant fraction of human brain. We have seen the speed and reliability of systems improve dramatically. We have also seen the introduction of many impressive software tools. During the next few decades, we will witness the introduction of many intelligent computer systems never dreamed of by the early visionaries. We will witness the introduction of systems which equal or exceed human abilities and see them become an important part of most business and government operations as well as our own daily activities. Artificial Intelligence is a branch of computer science concerned with the study and creation of computer systems that exhibit some form of intelligence systems that learn new concepts and tasks, systems that can reason and draw useful conclusions about the world around us, systems that can understand a natural language or perceive and comprehend a visual scene and systems that perform other types of feats that require human types of intelligence. AI requires an understanding of related terms such as intelligence, knowledge, reasoning, thought, cognition, learning and a number of computer related terms. While we lack precise scientific definitions for many of these terms, we can give general definitions of them. And, of course, one of the objectives of this Executive Development Program (EDP) is to impart special meaning to all of the terms related to AI, including their operational meanings.

Dictionaries define intelligence as the ability to acquire, understand and apply knowledge, or the ability to exercise thought and reason. It embodies all of the knowledge and feats, both conscious and unconscious, which we have acquired through study and experience: highly refined sight and sound perception; thought; imagination; the ability to converse, read, write, drive a car, memorise and recall facts, express and feel emotions; and much more. Intelligence is the integrated sum of those feats which gives us the ability to remember a face not seen for thirty or more years.

The food for this intelligence is knowledge. Can we expect to build systems which exhibit these characteristics? The answer to this question is yes! Indeed, systems have already been developed to perform many types of intelligent tasks. We now have systems which can learn from examples, from being told. We have systems which solve complex problems in mathematics, in scheduling many diverse tasks, in finding optimal system configurations, in planning complex strategies for the military and business, in diagnosing medical diseases. We have also systems which can reason with incomplete and uncertain facts.

In spite of these impressive achievements, we still have not been able to produce co-ordinated, autonomous systems which process some of the basic abilities of a three year old child. These include the ability to recognise and remember numerous diverse objects in scene to learn new sounds and associate them with objects and concepts, and to adapt to many diverse new situations. These are the challenges now facing researchers in AI. And they are really complex!

Is AI important? Definitely yes! AI has been affecting the lives of organisations and individuals. Organisations leading in the development of AI will emerge as the dominant economic powers of the world. How much success have we realized in AI to date? What are the next big challenges? The answers to these critical questions will form a large part of the material covered in this EDP.

Artificial Intelligence and Design Thinking can provide a strong edifice for building an organisation of the future. Design thinking is a methodology that includes the full spectrum of innovation activities with a human-centered design ethos. Thinking like a designer can transform the way we develop products, services, processes and even strategy. For example, Thomas Edison created the electric light bulb and then wrapped an entire industry around it. Light bulb is his signature invention. Edison thought light bulb has no meaning without a system of electric power generation and transmission. This makes light bulb useful. So he created that, too. This is design thinking in practice. How to develop design thinking? What special traits that needs to be imbibed by an individual for design thinking? How brain operates for design thinking? How to build an organization of the future? These critical questions will be answered during the course of the EDP.

This EDP mainly focuses on the following important topics

- An Introduction to Artificial Intelligence and Intelligent Systems
- Human Brain on Learning and Intelligence
- Design Thinking and Its Practice
- Building an Organisation of the Future

Who Can Participate?

The program is targeted to Corporate Executives, Bankers, IT Professionals, Medical Doctors, Faculty Members, Researchers, Company CEOs, Board of Directors, Entrepreneurs, Artists, Owners of Business, Principals /Directors of the Educational Institutions, Government Officials and NGOs.

Program Methodology

The program would be lecture cum discussion oriented. Participants will be encouraged to interact actively with the Lead-Faculty on the various topics during the program. Cases, exercises, practice point and experiential learning techniques will also be administered during the session.

Program Fee

The program fee per participant is Rs.2500 per person. However, the fee would be Rs.2000 for Teachers and Research Scholars from Educational Institutions. The program fee is inclusive of refreshments, lunch and the cost of program materials. The Institute issues a certificate of participation upon completion of the program.

Program Date and Venue

The program is scheduled to be held on Friday, 27th April 2018 at Nitte Education International, Mahaveera Circle, Pumpwell, Mangaluru-575002 from 10:03 AM to 4:48 PM (Registration and Breakfast : 9.30 AM to 10.00 AM).

Meet Your Program Director



Dr. Radhakrishna Sharma, MBA, DICM, PGDFA, CFM, Ph.D. is currently serving as Professor (Finance) at the Institute at Nitte. He has to his credit several Degrees, Diplomas and Certificates in the area of Finance.

His area of interest in teaching and research are Personal Finance, Financial Markets, Mutual Funds, Portfolio Management and Derivatives.

He has about two years of experience in industry 25 years of experience in teaching. Dr. Sharma has served abroad at Debu University, Ethiopia for two years under UNDP project. He has conducted several Executive Development Programs/Management Development Programs and in-house training programs for companies and academic institutions. Dr. Sharma was recognised by SEBI as a Resource Person for conducting "Financial Education Workshops" at various organizations and has trained more than 9000 investors in India. His innovative idea of Leave Trading System which can be used by educational institutions to conquer absenteeism of students automatically through self-regulation is under process for the grant of Patent (Chennai Office).

Meet Your Lead Faculty



Dr. Sudhir Raj K is currently serving as a Professor at the Institute. He is a post graduate and Ph.D in Economics from Mangalore University. He has a Diploma in Journalism and Management from HIJ, New Delhi. He has over three decades of teaching and research experience and an approved Ph.D Guide of the Visvesvaraya Technological University, Belagavi and successfully guided two scholars for the award of Ph.D. He is a corporate trainer and his research and training interests include neuroscience, leadership, mindfulness, entrepreneurship and other related areas. He served as a visiting faculty member at SDM-IMD, Mysuru He has presented a few papers at the national and international conferences. He is a B-High Artist of All India Radio, Mangaluru and acted in few Kannada and Tulu Films and T.V Serials. Dr.Raj is a trainer/visiting faculty at various organizations of repute such as Campco, Mangaluru, MCF, Mangaluru, SIBM, Manipal, NITK, Surathkal, Konkan Railways, Mangaluru, Abharana Jewellers, Udupi, Lamina Foundry, Nitte, BIRD, Mangaluru, Entrepreneurship Development Centre, NMAMIT, Nitte, Business Line Club, Mangaluru and Deen Dayal Upadhyay Grameen Kaushalya Yojana, Government of India. He has conducted several executive development and faculty development programs and trained over 20,000 persons on various contemporary themes.

About the Justice K. S. Hegde Institute of Management

The Justice K.S. Hegde Institute of Management is located at Nitte, and is a Unit of Nitte Education Trust (NET) which now runs more than 25 educational institutions. The seed sowed at Nitte by the great visionary, Late Justice K. S. Hegde, more than 25 years ago, in the starting of a primary school, has today grown into a mammoth tree-the NET with campuses at Nitte, Mangaluru and Bengaluru. The Trust has in its ambit various centers of higher learning, in Medicine, Dental Sciences, Engineering, Commerce, Business Management, Physiotherapy, Nursing, Hotel Management, Computer Applications and Pharmaceutical Sciences.

The Institute was established in 1998 and offers a two year full time MBA program recognized by All India Council of Technical Education (AICTE) and Government of Karnataka. The Institute has an autonomous status under Visvesvaraya Technological University, Belagavi. It is accredited to NBA and has ACBSP (USA) accredited status. Recognized as a research centre, the Institute also guides research scholars leading to the award of the PhD degree.

The Institute has signed MOU with the University of Bedfordshire in UK, Pennsylvania University in USA and MUBS in Uganda for program coordination. The Institute also undertakes applied research and consultancy projects. The newly built Nitte Bloomberg Lab of the Institute is a major provider of news and information about the economy, business and finance. It provides access to numerous business, industry and market research reports by analysts. The Lab has 12 Bloomberg Terminals in a 3500 sq.ft. state of the art facilities.

About the Centre for Executive Development

The Institute has established a vibrant Centre for conducting EDPs/MDPs/FDPs. This Centre for Executive Development offers both In-campus and In-company EDPs/MDPs/FDPs for client organizations at the most reasonable cost.

For further details, kindly contact

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Executive Development Program on "Talent Management for the VUCA World"
Date: 10th March, 2017

Dr. Sudhir Raj K
Lead Faculty

Dr. K. Sankaran
Director

Dr. R.K.Sharma
Program Director