

Career Education for Business Transformation

Leading the paradigm shift in business management

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www.ibm.com/in/careereducation/cebt



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The evolving paradigm

Business Management to Business Transformation

Transformation in business is pervasive, and with shifting priorities, every workforce has to constantly develop new skill sets to keep pace. Current trends have shown the increasing importance of technology in managerial decision making and strategy. A recent global study of Chief Information Officers by IBM reveals that 83 percent of midmarket CIOs identified the ability to extract actionable insights from data as their top-priority investment area*.

Every day, 2.5 quintillion** bytes of data are generated. 90% of the data in the world today has been created in the last two years alone***. Most Management Institutes and Business Schools focus on core subjects such as Finance, Marketing, Accounting, Systems and HR. But in today's increasingly competitive marketplace, data plays a vital role in gaining competitive advantage. The IBM CEBT Program provides tomorrow's managers an optimal mix of technology in using data to make decisions, along with functional knowledge to bring in business transformation, innovation and growth.



How you can lead the paradigm shift

In partnership with IBM you can provide your students and faculty members the advantages of the CEBT program to hone relevant skills and participate in business transformation. CEBT presents the best mix of conceptual and practical training with real life case studies to better illustrate the ever-changing needs of businesses.

Through this collaboration you have the opportunity to set up an **IBM Business Analytics Lab** where relevant IBM software will be provided to run the CEBT program. With guidelines to offer the most conducive environment for learning, the lab will lead the way in ushering in the new generation of business transformers.

CEBT features

Analytics Lab

- 3 business-oriented sessions on Predictive Analytics, Descriptive Analytics, SSME and SOA
- 12 training days for all CEBT modules
- Face-to-face interaction and instructor led training
- Courseware from IBM for all participants
- Participation certificates
- Relevant IBM software*
- Prometric certification exam Coupons for participating Faculty members
- IBM branding for Analytics lab**
- Curriculum adoption and revenue sharing model

By offering the CEBT program, you can provide students a world-class learning experience that will help them gain:

- Experience to gear up for the new wave of careers, which will demand strong analytics skills across businesses in every industry
- A broad range of multi disciplinary skills critical to enable business transformation
- IBM reference material on Descriptive and Predictive Analytics, SSME and SOA
- Guidance, expertise and experience sharing from IBM experts in business applications
- Dedicated IBM Business Analytics lab as an incubation centre for tomorrow's business leaders to learn and grow
- Faculty training sessions at the institute to groom faculty members into Subject Matter Experts, to add value to the teaching and learning processes
- IBM Certification for Students and Faculty members

* 2011 Global CIO Study | ibm.com

** 1 quintillion = 1 billion gigabytes

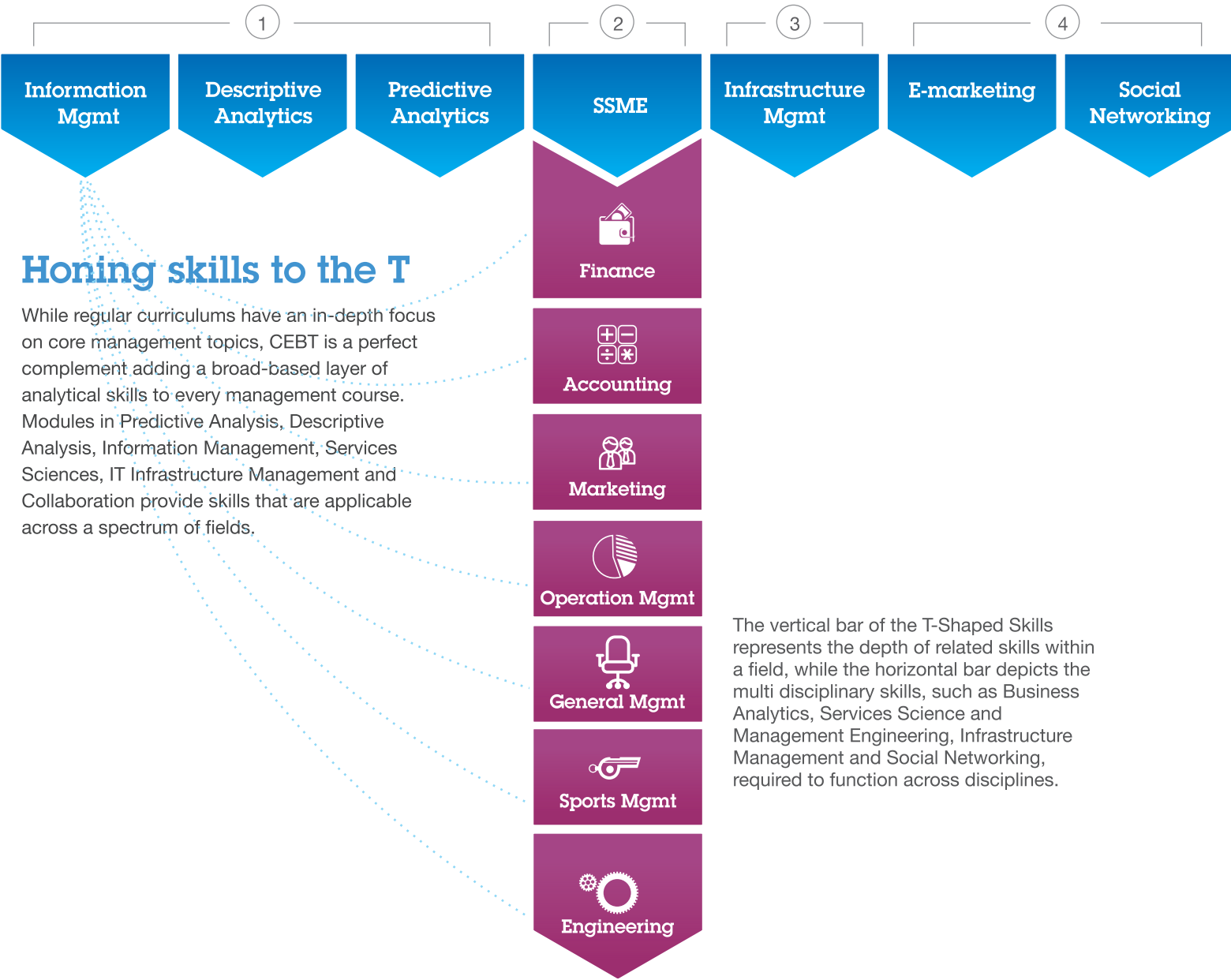
***Bringing Big Data to the Enterprise | ibm.com

*Participating institutes must have/purchase SPSS Statistics license. SPSS Modeler will be provided.

**Physical lab and relevant infrastructure to be provided by the Institute

Shifting the paradigm in a changing business landscape

Career Education for Business Transformation (CEBT) from IBM is a program that equips every management graduate with the skills needed to excel in a changing business scenario, where data plays a vital role in staying ahead of competition. Carefully structured, using real life business scenarios, enterprise-class tools and industry best practices, it enables students to plug the gaps in areas of Tactical, Strategic and Operational Management that companies are looking to fill.



Honing skills to the T

While regular curriculums have an in-depth focus on core management topics, CEBT is a perfect complement adding a broad-based layer of analytical skills to every management course. Modules in Predictive Analysis, Descriptive Analysis, Information Management, Services Sciences, IT Infrastructure Management and Collaboration provide skills that are applicable across a spectrum of fields.

The vertical bar of the T-Shaped Skills represents the depth of related skills within a field, while the horizontal bar depicts the multi disciplinary skills, such as Business Analytics, Services Science and Management Engineering, Infrastructure Management and Social Networking, required to function across disciplines.



Leading from the front

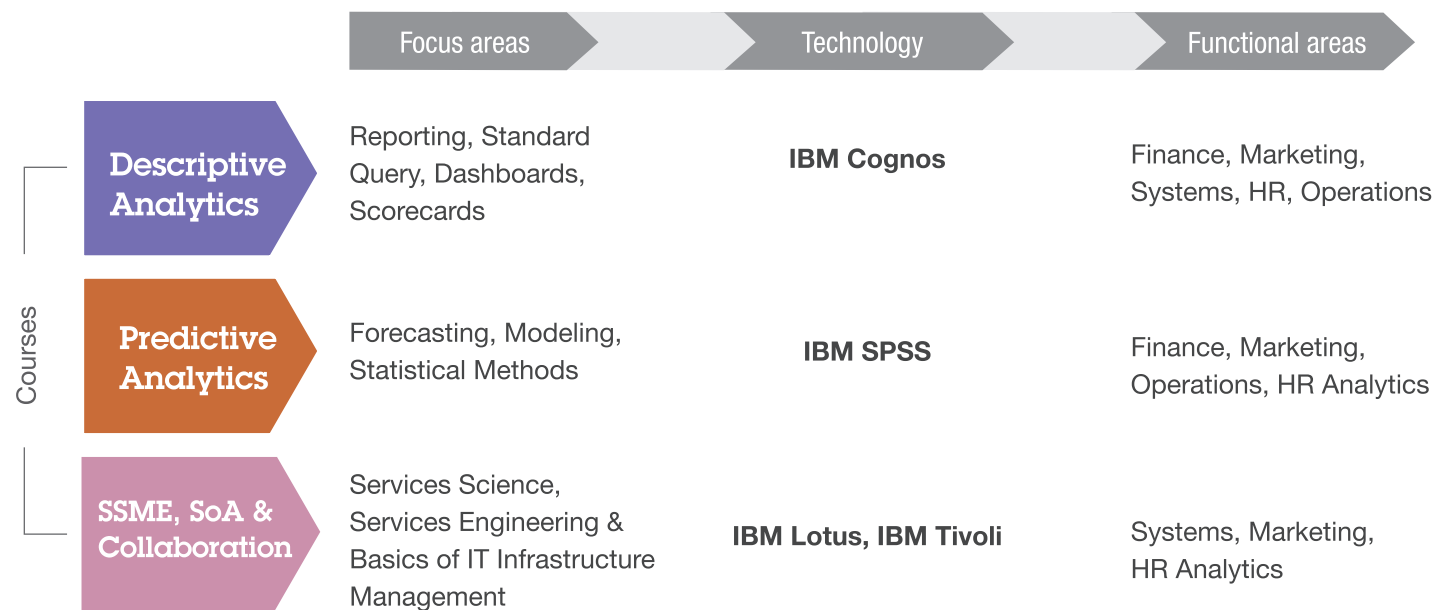
Taking on the paradigm shift

At the forefront of the changing paradigm, IBM has already paved the way to equip students with skills to derive intelligent and valuable insights from the volumes of structured and unstructured data that they are exposed to. With investments in research and break through discoveries in labs, IBM is at the forefront of analytics research today.

Furthermore, to meet the growing need for proficiency in business analytics, IBM has collaborated with leading business schools across the globe, such as Yale University, Northwestern University, University of Ottawa to name a few, to teach a curriculum of social analytics to MBA students. Multi disciplinary training programs such as CEBT for Business Schools also aims to equip students with critical skills and knowledge needed to predict and shape business outcomes.

IBM is looking to prepare students for the new wave of careers which will demand strong analytics skills – across businesses in every industry.

In the realm of education, IBM's focus has always been to work with academia to conceptualise and propagate courses and methodologies built around industry requirements. IBM's leadership goes back to instituting Computer Science as a structured curriculum in universities back in the 1950s. More recently in India, IBM launched the Career Education Program to equip a workforce with both conceptual knowledge as well as industry required skills. Delivered through an innovative framework, these courses allow students to select career paths that leverage their strengths and map out the courses that are relevant to their chosen careers.



**Executive Education, The Wall Street Journal | wsj.com

Source: <http://online.wsj.com/article/SB10001424053111903885604576486330882679982.html>

Changing skills for changing businesses

