



WileyNXT

Transformative Solutions for Developing Talent for Tomorrow

Courses • Assessments • Certifications
Masterclasses • Thought Leadership

Skill Up. Start Great. Grow Rapid.



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THE INDUSTRY 4.0 SKILL LANDSCAPE IS CHANGING RAPIDLY



- 35% of core skills will change between 2015 and 2020. Creativity and problem-solving will become one of the top three skills workers will need. Robots may help us get to where we want to be faster, but they can't be as creative as humans (yet).
—World Economic Forum
- 68 per cent organisations reported high demand for cybersecurity skills, while 61 per cent demanded innovation skills and 64 per cent analytics skill.
—Capgemini Digital Transformation Institute Report
- Even by 2020 - 30% of tech jobs will be unfulfilled owing to unavailability of relevant talent in digital.
—Gartner
- 40% of India's total workforce has to be re-skilled over the next five years to cope with emerging trends like AI, IoT, machine learning and blockchain.
—NASSCOM
- The top three areas identified by respondents as having the largest skill shortages today are data analytics, IT/mobile/web design, and R&D.
—Mckinsey – Skill shift: Automation and the future of workforce report

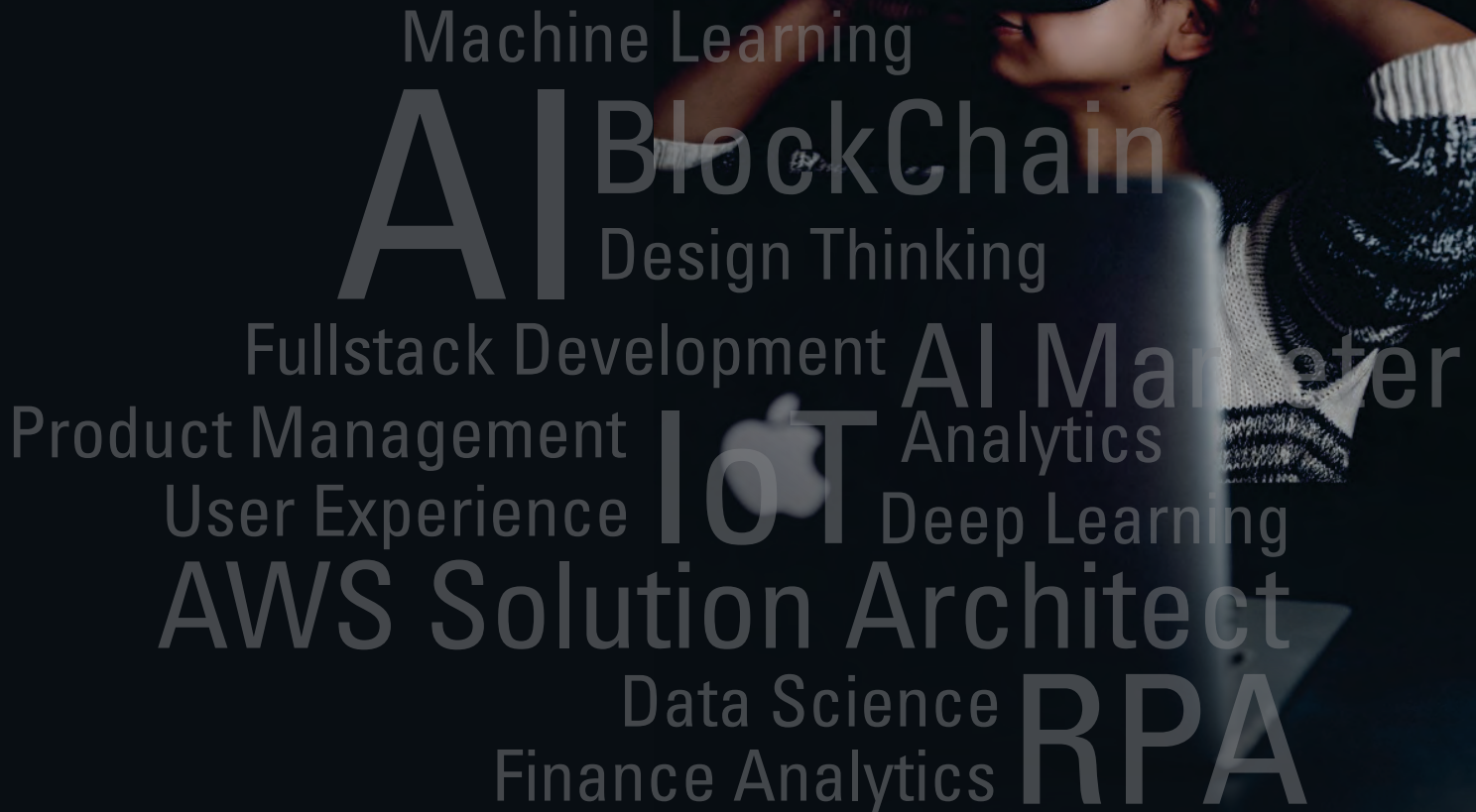
“ The only skill that will be important in the 21st century is the skill of learning new skills. Everything else will become obsolete over time. ”

— Peter Drucker



WileyNXT

Exponential Learning. Applied.



WileyNXT offers high impact products and solutions which help learners and professionals become future ready and industry-relevant in new age job roles that are driven by technology and digital transformation.

WileyNXT collaborates with organizations to build, benchmark and continuously enhance a digital talent pool.

- Technology-Based
- Developing Problem Solving Mindset
- Learning and Certification
- Flexible Delivery

THE INDUSTRY 4.0 LEARNING IMPERATIVES

Multi-Skill: Increasing velocity due to new delivery models, eg. Fullstack Developer

Re-Skill: Accelerating technology transformation

Skill Rapidly: Rapid adoption of new technology

Up-Skill: Higher order skills in age of automation



WileyNXT LEARNING SOLUTIONS

✓ Learning Pathways

✓ Masterclasses

✓ Assessments and Certifications

✓ Case Study Based Courses

✓ Hybrid Skill Based or Role Based Courses

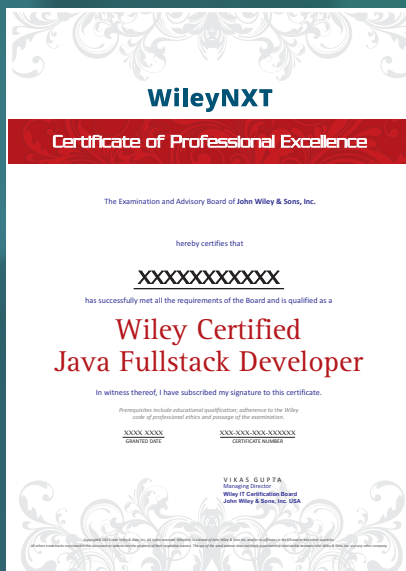
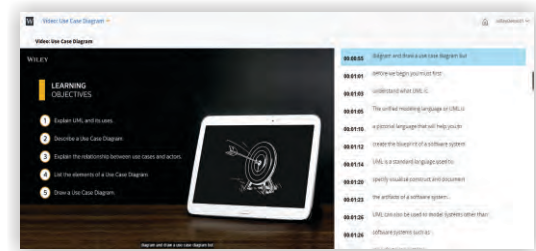
✓ Executive Education

- Analytics
- Data Science
- Data Engineering
- AI
- Robotic Process Automation
- IOT
- Full Stack Developer
- Design Thinking
- Product Management
- User Experience

ENGAGE AND LEARN WITH THE WileyNXT PLATFORM

A Highly Interactive Approach to Learn, Practice and Assess

- ✓ Get 250+ hours of rigorous, hands-on practice
- ✓ Learn from hundreds of world-class videos
- ✓ Build real collaborative team projects
- ✓ Engage in competitive projects, gamified projects and code challenges
- ✓ Analytics drilled down to learner performance and behavior



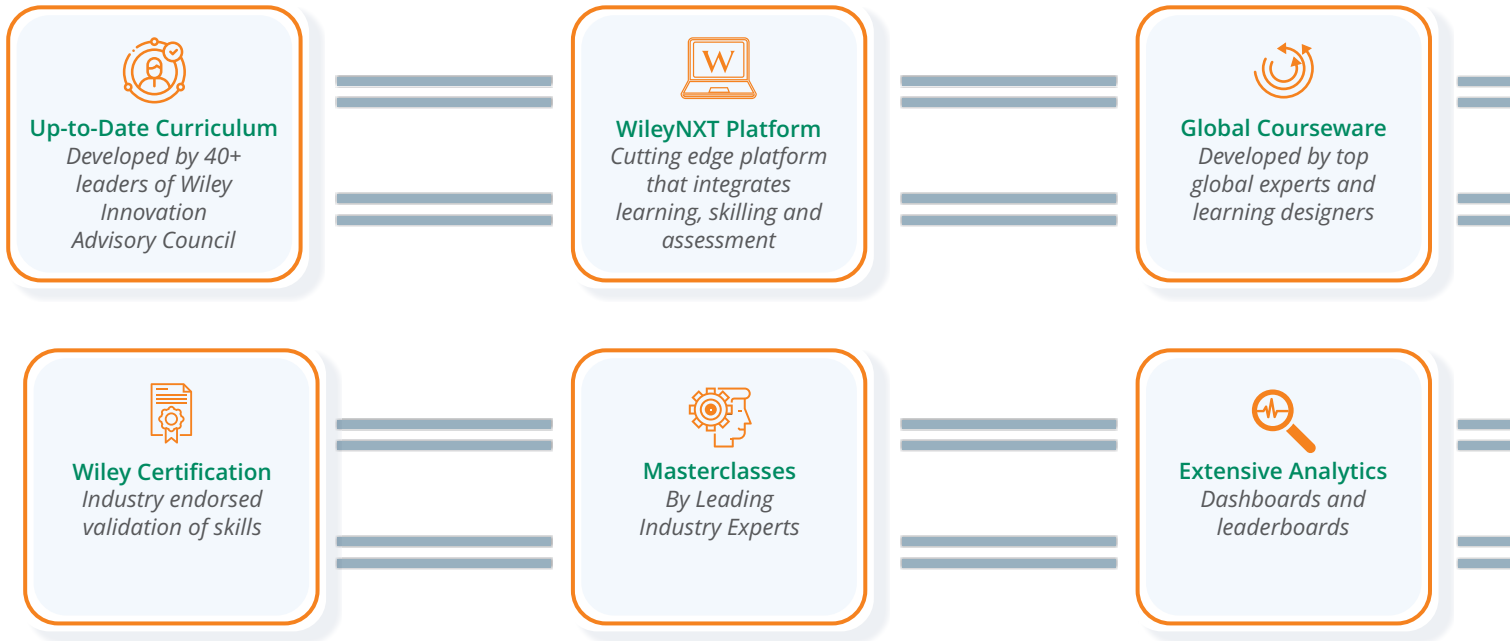
Validate Your Skills with Wiley Certification

Validates excellence in technical domain and business skills as per industry requirement

Builds and benchmarks talent

Industry recognised

THE WileyNXT VALUE CHAIN



LEVERAGING WILEY ADVANTAGE

210 years
of global
credibility
and trust

4000+ Global
Experts
and SMEs

33MM
Learners
across
the globe

USD 1.7Bn
Brand
with Global
Footprints

10 million
Online
Learners



Best-in-Class Trainers and Mentors
Certified by Wiley



Intensive Skilling Practice
Hundreds of business problems



Collaborative Projects
Coding in multiple languages in teams



Code Challenges
Hackathons, gamified and competitive projects



Continuous Assessment
For constant tracking of learning process



Benchmarking Assessments
To baseline employees

The **WileyNXT** ecosystem brings together corporate and academia to enable integration of contextual learning, in a learning approach specially designed for the millennial generation.





VALUE FOR LEARNERS



Business-focused expertise in new and emerging technologies



Equally adept at conceptual knowledge and contextual skills



Digital ready, ability to solve problems and develop customer centric solutions



A ready platform to learn, practice, assess and certify

Outcome: A Future Ready Asset to Your Organization



Technical Competencies

Front-end, Server Side, Database, Testing, Algorithms



Problem-Solving Mindset

Curious, Motivated, Critical Thinker, Collaborative, Confident, High Learnability Quotient



Business Proficiencies

Design Thinking, Agile, Customer-Centric, Business Context Understanding, Focus on Application

VALUE FOR ORGANIZATIONS



Business-focused expertise within the organization in new and emerging technologies



Skills validation and credibility of talent through globally accepted Wiley Certifications



Enhanced efficiencies and effectiveness



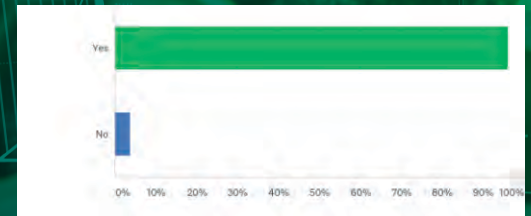
A single, global platform for all learning, skilling, assessment and certification needs as well as learner analytics



We work closely with our clients and participants to ensure a seamless delivery depending on specific requirements

What Wiley Certification holders say:

Do you feel the WileyNXT Certification has added value to your career?



**From a Survey conducted amongst WileyNXT certification holders*

LEVERAGING INDUSTRY INSIGHTS AND EXPERIENCE

Wiley Innovation Advisory Council (WIAC)

WileyNXT leverages the deep insights, expertise and experience of the **Wiley Innovation Advisory Council (WIAC)**, comprising 40+ leaders from industry and academia who influence the shape and direction of Industry 4.0, and is the approving and guiding body for the WileyNXT learning solutions. The Council works with WileyNXT to identify skills of the future, create learning frameworks and design learning solutions that will prepare learners as workforce of tomorrow.



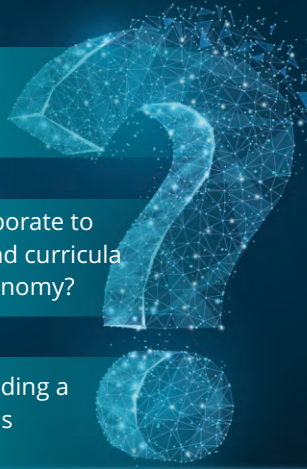
Visit www.wileyinnovationcouncil.com to know more.

Key challenges we are dealing with today

What would be the impact of exponential technologies on businesses across industries?

How can industry and academia collaborate to build effective learning frameworks and curricula for new age job roles of the digital economy?

What can be the strategy towards building a continuous cycle of talent that remains constantly relevant?



Evolution of Wiley Innovation Advisory Council (WIAC)

In context of these problem statements, the only way to arrive at an effective solution is by bringing in thought leaders from both industry and academia together and engaging in discussions and collaborations that lead to concrete outcomes.

With this intent in mind, Wiley conceptualized the Wiley Innovation Advisory Council (WIAC) as a forum of top influencers, thought leaders, business leaders and industry experts willing to contribute towards the Future of Work and Future of Learning.

The contributions and initiatives of WIAC are a step towards helping learners, professionals, institutes and organizations prepare best for Industry 4.0.

The Journey so far...



InnovationNxt discussion at WGIC'19

Fostering a platform for exchange of industry insights, perspectives and trends in exponential technologies



Panel discussion organized by Bridge2i

Evangelizing innovation and thought leadership through publications such as the Wiley Innovation Black Book on Exponential Technologies 2019



Launch event of Wiley Innovation Black Book on Exponential Technologies 2019 with Peter Wiley

WHAT INDUSTRY EXPERTS AND ACADEMIA SAY ABOUT WileyNXT

“WileyNXT is a learning initiative that is “Born Digital”. It leverages an immersive platform to address the learning needs of the corporations and their people by focusing on the skills that drive Digital Business. The WileyNXT differentiation comes from bringing together great learning content from their ability to leverage Wiley's pedigree of a global community of authors, hands-on labs to simulate real world problems and skill-based assessments that test the ability to perform on the job.”

— **AN Rao**, Learning Sherpa and ex-CLO, Cognizant Technologies

“The WileyNXT initiative of three-pronged approach of equipping the workforce with technology, domain and exposure to real problem sets across the industries is very unique.”

— **Anshu Sharma Raja**, Managing Director, Standard Chartered Bank

“Collaboration with industry forums and WileyNXT on one single platform is a great way to get future relevant skills with good accreditation and industry credibility.”

— **Vijaya Kumar Ivaturi**, Co-Founder and CTO, Crayon Data

“As part of WIAC, we are working towards making WileyNXT the next enabler to prepare the youth in in-demand technologies and minimize the existing skills-gap in India. The curriculum is structured in a way that it will enable the Wiley certified candidates to understand and solve business problems efficiently in addition to preparing them for evolving job roles.”

— **Prof Sadagopan**, Director (President) IIIT Bangalore

“WileyNXT makes learners ready and employable by the time they can finish their courses, by blending the right mix of theory and practice, and building ancillary skills to offer a stronger and more credible resource to organizations.”

— **Ashish Singru**, Sr. Director and Head, Global Business Analytics Center, eBay

“An initiative like WileyNXT would add not just 1x or 10%, but would definitely propel at a much larger extent.”

— **Anees Merchant**, Global Business Head - Digital and Insights, Course5i

WHAT WileyNXT LEARNERS SAY



"I was shocked that after 4 days of training and being on the platform the confidence level of the students greatly enhanced...they personally came up to me and said they were now passionate about coding."

— **Gurucharan Singh**
Training and Placement Officer,
New Horizon College of
Engineering



"I was never good at coding but now WileyNXT platform has given me the confidence and this has changed my life. Companies require knowledge of these concepts and the WileyNXT platform has helped me achieve that."

— **Aarthi Kannan**, CS Dept



"The WileyNXT program helped me enhance my coding skills. The videos helped me learn the concepts. The hands-on learning provided through the challenges is very innovative and an interesting way to learn coding. This improved our thinking ability as well."

— **Aditi Sinha**, ISE Dept



"I feel accomplished and proud to be a Wiley certified Data Analyst and I believe this will definitely improve my employability. I will definitely carry on with the advance courses to further improve myself and equip myself with better skills."

— **Jovan Teo**
NSF, Singapore, Wiley Certified
Data Analyst



"We have been learning how to code, understand a code, understand the errors in a code, and now I feel very confident to call myself a coder."


— **Darshana Dechamma**, ISE Dept



WHY WileyNXT WORKS

Building the bridge between the in-demand skills sets, new job roles and the right talent pool

- Integrating industry insights, curriculum designs and skilling outcomes through the Wiley Innovation Advisory Council
- Laser focus on new and emerging technologies and skills of the future
- An outcome based approach that focuses on contextual as much as conceptual expertise
- Strong ecosystem of Institutions and Corporates to facilitate just-in-time hiring and continuous learning need to support industry requirements
- Expertise and credibility across 210+ years and across the globe in helping learners achieve learning outcome



We believe that the most successful people **never stop learning**




For over 200 years, our mission has been to **help individuals succeed**



We are in classrooms, libraries and labs **around the world**




We offer **advanced technology,**



and **powerful teaching and research platforms**



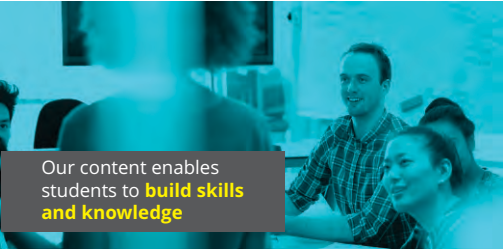
We partner with the **research community**



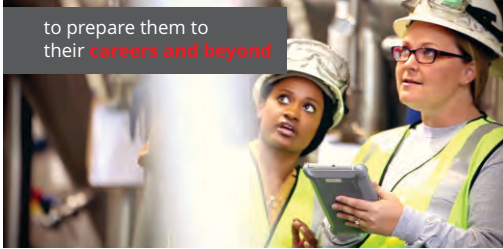
to **enable access** to scientific and scholarly insights




and are solving the **world's biggest challenges**




Our content enables students to **build skills and knowledge**



to prepare them to their **careers and beyond**



We help professionals **assess and build** their skillsets



We help companies **attract and retain** top talent



and implement **training programs**




that transform their **capabilities**



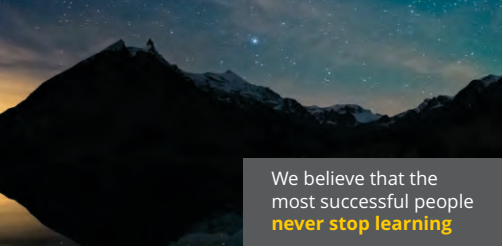
At Wiley, we are deeply committed to **advancing innovation**



empowering people



to make the world **a better place**

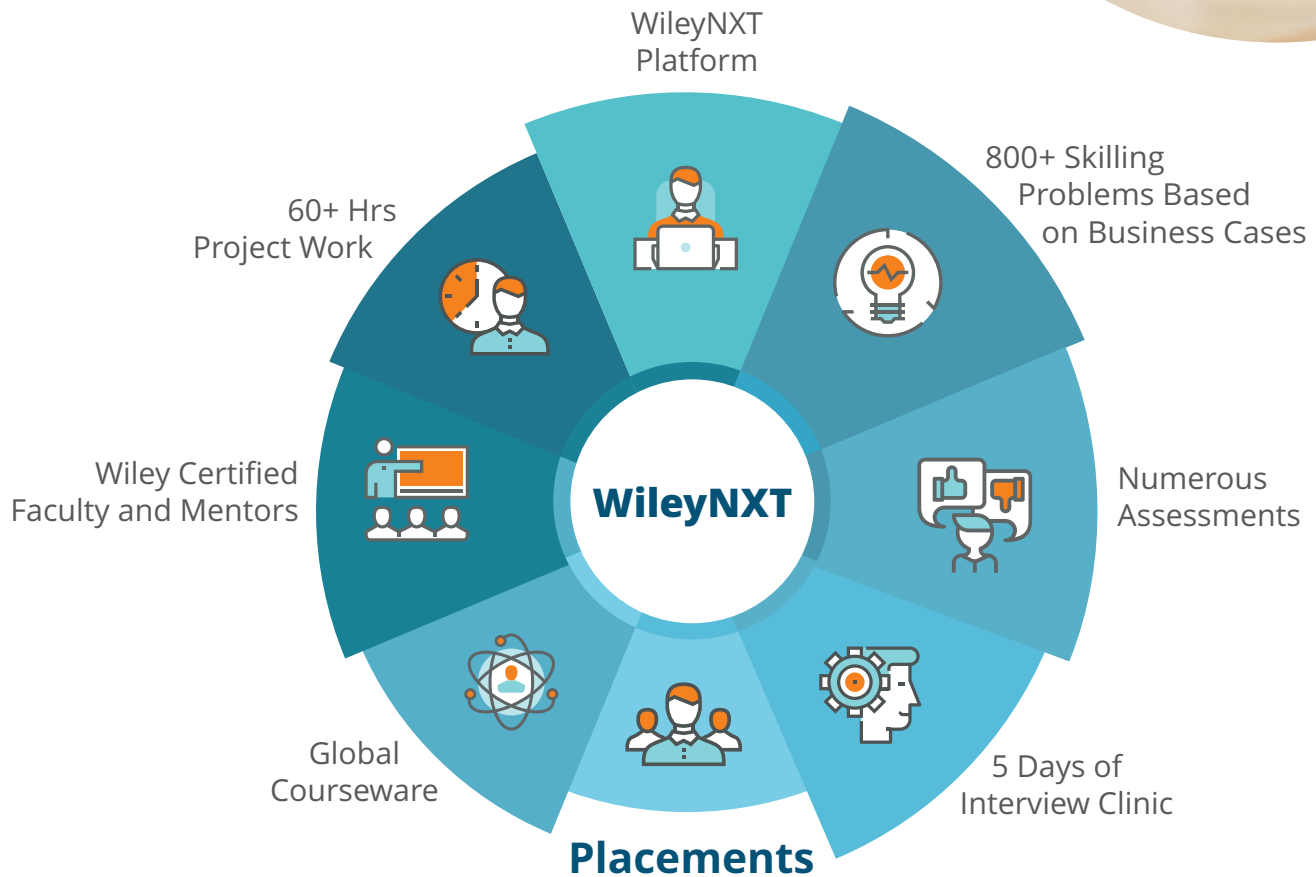


We believe that the most successful people **never stop learning**

WileyNXT Solutions

WileyNXT ACCELERATOR PROGRAM

A Transformative Job Readiness and Train and Hire Program to Get Placements in Top Technology Companies



Co-created by Wiley, a global leader in education with 40+ top CXOs and thought leaders of Wiley Innovation Advisory Council (WIAC)




HOW DOES THE PROGRAM WORK?



In this 80 days multi-module program, participants will develop key skills that top tech companies need, through interactive training sessions, 800+ skilling problems, collaborative projects, code challenges and interview clinics.

The More Learners Practice,
The Better They Become!

What the daily training schedule will include:

-  **2 Hours:** Concept Building Sessions by WileyNXT Certified Trainers
-  **4-5 Hours:** Hands-On Problem Solving Sessions, Mini-Projects
-  **Additional Hours:** Additional Projects, Code Challenges

Also includes:

- End of Course Examinations after each module
- Capstone Projects
- Final Certification Examination



KEY TRACKS

- Java FullStack Developer Track
- Machine Learning Track
- Data Engineering Track



UPCOMING TRACKS

- JavaScript FullStack
- RPA Professional



IIML-WILEY EXECUTIVE EDUCATION PROGRAM IN BUSINESS AND DATA ANALYTICS

Developed by top faculty at IIML and Wiley along with the Wiley Innovation Advisory Council (WIAC) the 6-month intensive program provides:

- A complete experiential learning integrating concepts and its application to context
- Deep exposure to hands-on use of data and analytics to solve real life problems across multiple industries and enterprise functions

The program integrates classes by:

- Esteemed IIML faculty
- Expert Wiley faculty
- Masterclasses by top industry experts of India
- Working with labs, various business cases and real-life projects

Participant Outcome: Be a Leader and an Asset to your Organization with

- **Data Expertise:** Mathematical and Statistical techniques, Supervised and Unsupervised Machine Learning techniques, foundational exposure to Deep Learning and Neural Networks
- **Technology:** Python Ecosystem, Tableau, AI
- **Business Expertise:** Actionable analytics across industries and enterprise in operations for growth, ROI and efficiency via case studies and business scenarios
- **Analytics Mindset:** Transforming business problems to analytics problems, problem solving and critical thinking approach, use analytics as growth drivers

Coming Soon:

IIM-Wiley Executive Education Program in Analytics for Finance Professionals



WHO IS IT FOR?

The IIML-Wiley Program is designed specifically for professionals commanding mid-level Managerial roles with minimum 4 years of work experience, aspiring to build their expertise in leveraging the power of data and data analytics for business growth and transformation



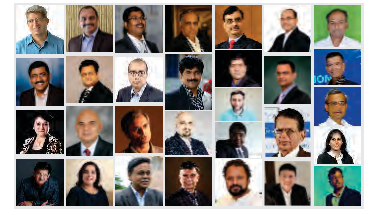
About the Program



6-days immersion learning
at IIML Noida Campus



Live Online Class Sessions by
Top IIML and Wiley Faculty



10 Masterclasses by Top
Industry Experts and Thought
Leaders Providing Exposure
to Actionable Analytics



Completely **Hands-On Learning**
with **Labs, Case Studies** and
Project Work



Online Courseware and
eBooks Library from Wiley by
Top Global Authors



Facility for **Local Classrooms**
for In-Class Learning Experience
and Peer Interactions



Cutting Edge, Industry Ratified Curriculum based
on Industry Needs Co-developed by IIML and Wiley
Innovation Advisory Council Top Industry Leaders



Joint **Certification** from IIML
and Wiley and IIML MDP Alumni Status

Course Catalog

Data Science,
Analytics and AI



WCDA

Wiley Certified Data Analyst

“ Without big data analytics, companies are blind and deaf, wandering out onto the Web like deer on a freeway. ”
- Geoffrey Moore

Outcome of the Program

- Gain complete technical know-how of basic and advanced data analytics and visualization techniques to analyze data, create statistical models, and provide business insights
- Understand how to use various analytics and machine learning techniques in multiple business scenarios. Also understand how to manage exponentially large datasets using Hadoop and MapReduce
- Undergo hands-on experience of working with data analytics tools on real data-sets, including R and Tableau, in form of extensive lab-work through a controlled lab environment
- Work on an integrated live project in the end to solve a Big Data analytics problem

CURRICULUM

Module 1: Introduction to Big Data

Module 2: Introduction to Analytics and R

Module 3: Data Analysis using R

Module 4: Big Data Analytics Methods

Module 5: Machine Learning Foundations

Module 6: Advance Machine Learning

Module 7: Big Data Analytics - Technologies and Tools

Bonus Session: Spark and Scala Fundamentals

 Includes
Certification
Exam

 Includes
Labs and
Project Work

**Program can be customized to fit specific curricular requirements*

PREREQUISITES

- Strong foundation in statistics or math
- Basic knowledge of databases, tables and fields
- Fundamentals of spreadsheets and computations
- Basic knowhow of programming in core Java will be an advantage

WHO IS IT FOR?

- Engineering or MCA students
- Graduates with math, stats or data background
- Software developers and professionals reskilling into analytics roles

Course Duration:

Online Learning	40
Training Hours	40
Labs/Activities	30
Project	10

*All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)*



WileyNXT also includes programs in analytics and machine learning with Python or Excel

WCDE

Wiley Certified Data Engineer



Outcome of the Program

- Deep knowhow of technology, storage, processing, management and security infrastructure for working with Big Data
- Understanding of application of Big Data in organizations across various domains
- Hands-on experience of working with Hadoop ecosystem as well as Spark in a lab environment
- Expertise in developing MapReduce, YARN, Hive and Pig programs, manipulating distributed files and learn APIs supporting MapReduce programs
- Experience of working on extensive lab exercises and Big Data projects

CURRICULUM

Module 1: Introduction to Big Data

Module 2: Storing and Processing Data in Hadoop 2

Module 3: Hive and Pig

Module 4: Spark and Scala

Module 5: Additional Hadoop Tools

Module 6: Storm and NoSQL

Additional Module: Commercial Hadoop Distribution and Management Tools



Includes
Certification
Exam



Includes
Labs and
Project Work

**Program can be customized to fit specific curricular requirements*



PREREQUISITES

- Strong foundation in core Java
- Familiarity with scripting language an added advantage
- Basics of Linux/Unix operating systems
- Understanding of SQL statements



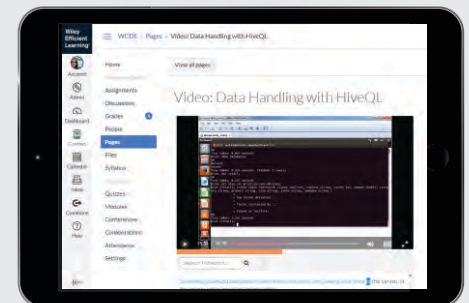
WHO IS IT FOR?

- Engineering or MCA students
- Graduates with programming background
- Software developers and professionals reskilling into Big Data technology

Course Duration:

Online Learning	30
Training Hours	30
Labs/Activities	25
Project	10

*All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)*



WCDS

Wiley Certified Data Scientist

“A data scientist is that unique blend of skills that can both unlock the insights of data and tell a fantastic story via the data.”

- DJ Patil

Outcome of the Program

- Gain complete technical know-how of basic and advanced data analytics and visualization techniques to analyze data, create statistical models, and provide business insights
- Experience working with Hadoop and its component tools, as well as Spark – a cutting edge Big Data analytics platform
- Build strong foundation in managing and processing huge datasets with tools such as Hadoop 2 framework, MapReduce and YARN, Hive, Pig, RHadoop, Mahout
- Undergo hands-on experience of working with Big Data analytics tools on real data-sets, including R and Hadoop 2, in form of extensive lab-work and projects through a controlled lab environment
- Work on an integrated live project in the end to solve a Big Data analytics problem

CURRICULUM

Module 1: Introduction to Big Data

Module 2: Introduction to Analytics and R

Module 3: Data Analysis using R

Module 4: Big Data Analytics Methods

Module 5: Machine Learning Foundations

Module 6: Advanced Machine Learning

Module 7: Storing and Processing Data in Hadoop 2

Module 8: Hive and Pig

Module 9: Spark and Scala

Module 10: NoSQL

*Program can be customized to fit specific curricular requirements



Includes
Certification
Exam



Includes
Labs and
Project Work



PREREQUISITES

- Strong foundation in statistics or math
- Basic knowledge of databases, tables and fields
- Knowledge of programming in core Java
- Understanding of basic SQL statements



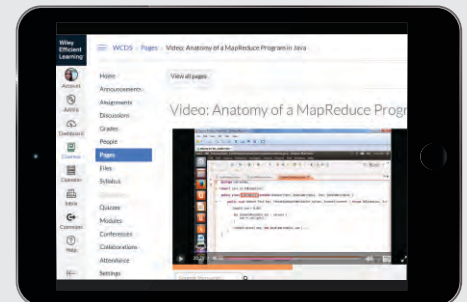
WHO IS IT FOR?

- Engineering or MCA students
- Graduates with programming background
- Software developers and analytics professionals reskilling into Big Data technology

Course Duration:

Online Learning	45
Training Hours	45
Labs/Activities	40
Project	10

All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)



WCBA

Wiley Certified Business Analyst



Outcome of the Program

- Get initiated into the world of analytics with powerful Excel skills
- Get equipped with concrete skills in data driven decision-making, beginning with basic descriptive statistics and progressing to regression analysis through real-world examples
- Boost an analytics career with confidence in applying statistics to solve business problems and use Power BI to create better visual representation of the data analysis findings

CURRICULUM

Module 1: Fundamentals of Business Analytics

Module 2: Introduction to Business Statistics

Module 3: Application of Business Analytics

Module 4: Introduction to Business Intelligence
an Data Visualization

**Program can be customized to fit specific curricular requirements*



Includes
Certification
Exam



Includes
Labs



PREREQUISITES

- Working knowledge of Microsoft Excel
- Math and statistics at class XII level



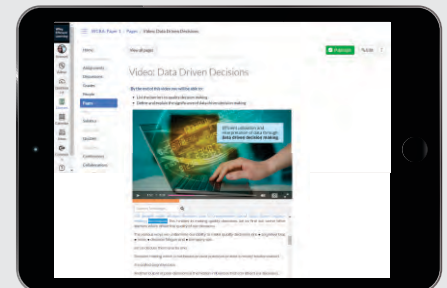
WHO IS IT FOR?

- MBA students
- Anyone willing to build foundational skill in analyzing data using Excel

Course Duration:

Online Learning	40
Training Hours	80+
Labs/Activities	20
Project	10

*All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)*



WCMLE

Wiley Certified Machine Learning Expert



Outcome of the Program

- Become thoroughly conversant with the principles, algorithms, tools, and applications of machine learning
- Gain skills in working with algorithms that underpin popular machine learning techniques
- Build strong foundations in supervised and un-supervised learning.
- Acquire hands-on experience of working with various machine learning algorithms and tools on real data sets and real-world problems

CURRICULUM

Module 1: Linear Regression

Module 2: Logistic Regression

Module 3: Decision Trees

Module 4: Model Selection and Cross Validation

Module 5: Neural Networks

Module 6: Support Vector Machine

Module 7: Random Forest and Boosting

**Program can be customized to fit specific curricular needs*

Includes
Certification
Exam

Includes
Labs and
Project Work



PREREQUISITES

- Strong foundation in statistics and math
- Basic knowledge of database, tables and fields
- Basic knowledge of programming in Python



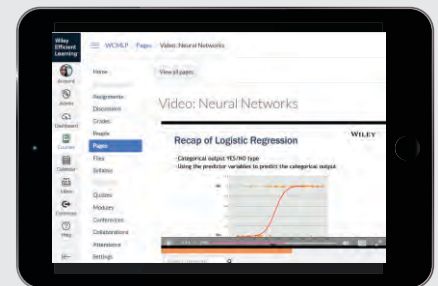
WHO IS IT FOR?

- Engineering graduates
- Graduates who have basic data analytics and/or programming skills
- Professionals who want to upskill in the analytics domain

Course Duration:

Online Learning	30
Training Hours	30
Labs/Activities	20
Project	10

*All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)*



Wiley's Statistics for Data Science

Outcome of the Program

- Build strong foundation in math and statistics principles
- Gain skills in exploring data with descriptive statistics
- Become confident in drafting and testing statistical hypothesis and drawing conclusions

CURRICULUM

Module 1: Introduction to Statistics

Module 2: Descriptive Statistics

Module 3: Probability

Module 4: Inferential Methods

Module 5: Algorithm Models

**Program can be customized to fit specific curricular needs*



PREREQUISITES

- None

WHO IS IT FOR?

- Graduates who want to move to analytics or data science domain
- Business executives who want to move into the analytics domain

Course Duration:

Online Learning	10
Training Hours	10
Labs/Activities	5

*All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)*

Wiley's Foundation Course in Python

Outcome of the Program

- Gain expertise in installing and working with the Python environment
- Get on speed with Python essentials
- Become conversant with coding in Python
- Use Python to solve data science problems

CURRICULUM

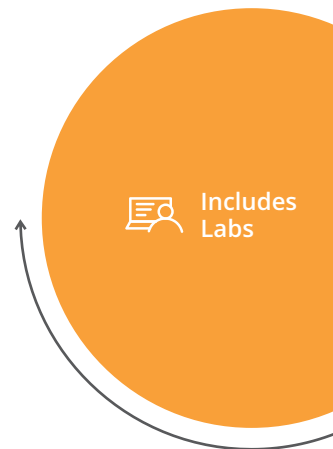
Module 1: Introduction to Python

Module 2: Data Handling in Python

Module 3: Basic Statistics, Graphs and Reports in Python

Module 4: Data Cleaning and Treatment

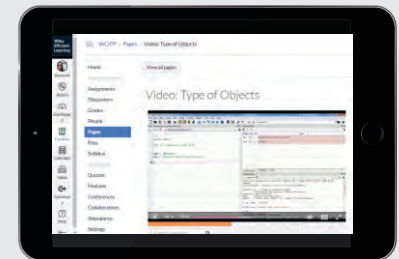
**Program can be customized to fit specific curricular needs*



Course Duration:

Online Learning	15
Training Hours	15
Labs/Activities	10

*All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)*



These courses can be used as pre-requisites for all data analytics, machine learning or data science programs.

Wiley's Natural Language Processing Practitioner

“ We could convert a news article about a company into a number that expresses positive sentiment and negative sentiment. ”

- Liang Zhou

Outcome of the Program

- Gain complete technical know-how of working with text data to discover sentiment and key words
- Gain competence in preparing NLTK friendly Document Term Matrix
- Perform stemming and lemmatizing
- Sharpen the programming skills for computational linguistics applications

CURRICULUM

Module 1: NLP and Text Mining Basics

Module 2: Sentiment Analysis

Module 3: Document Categorization

**Program can be customized to fit specific curricular requirements*

Includes Labs



PREREQUISITES

- Basic knowledge of database, tables and fields
- Basic knowledge of programming in core Java



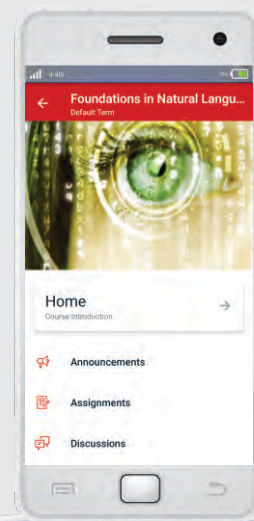
WHO IS IT FOR?

- Engineering or data analytics graduates
- Professionals who handle and want to use text data for decision making

Course Duration:

Online Learning	10
Training Hours	10
Labs/Activities	10

*All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)*



WCDLS

Wiley Certified Deep Learning Specialist



Outcome of the Program

- Gain expertise in applying popular deep learning libraries such as Keras and Tensorflow to solve real life business problems
- Master the techniques of deep learning, to build, train, and deploy different types of neural network such as Convolutional Networks and Recurrent Networks
- Apply deep learning to real life data sets and projects such as image recognition, natural language processing

CURRICULUM

Module 1: Introduction to Machine Learning

Module 2: Artificial Neural Networks

Module 3: TensorFlow and Keras

Module 4: Terminology of Artificial Neural Networks

Module 5: CNN

Module 6: RNN

Module 7: LSTM

**Program can be customized to fit specific curricular requirements*



Includes
Certification
Exam



Includes
Labs



PREREQUISITES

- Basic knowledge of database, tables and fields
- Basic knowledge of programming in Python
- Ability to work with key machine learning algorithms



WHO IS IT FOR?

- Beginners in the AI & ML space looking to kickstart their careers
- Data scientists looking to get a big boost in their careers
- Professionals looking for a career transition into AI

Course Duration:

Online Learning	25
Training Hours	25
Labs/Activities	15
Project	10

*All duration mentioned is in hours
(Note: the flexible course structure allows us
to customize duration as per business needs)*



WCAIE

Wiley Certified AI Full Stack Expert

Outcome of the Program

- Become thoroughly conversant with the principles, algorithms, tools, and applications of machine learning
- Gain skills in working with algorithms that underpin popular machine learning techniques
- Build strong foundations in supervised and un-supervised learning.
- Acquire hands-on experience of working with various machine learning algorithms and tools on real data sets and real-world problems
- Gain expertise in applying popular deep learning libraries such as Keras and TensorFlow
- Master the techniques of main techniques in deep learning, build, train, and deploy different types of neural network such as Convolutional Networks, and Recurrent Networks
- Apply deep learning to real life data sets and projects such as image recognition, natural language processing



CURRICULUM

Module 1: Introduction to Machine Learning

Module 2: Linear Regression

Module 3: Decision Trees

Module 4: Model Selection and Cross Validation

Module 5: Random Forest and Boosting

Module 6: Support Vector Machine

Module 7: Neural Network

Module 8: Logistic Regression

Module 9: Artificial Neural Networks

Module 10: Tensorflow and Keras

Module 11: Terminology of Artificial Neural Networks

Module 12: CNN

Module 13: RNN

Module 14: LSTMs

Module 15: Text Mining and Sentiment Analysis

“AI is a core, transformative way by which we’re rethinking how we’re doing everything.”

- Sunder Pichai, CEO, Google



PREREQUISITES

- Strong foundation in math and statistics
- Understanding of analytics and working with data
- Ability to work with Python



WHO IS IT FOR?

- Engineering, IT or Math/ Statistics students
- Analytics and data science professionals who want to upskill into AI

Course Duration:

Online Learning	60
Training Hours	60
Labs/Activities	40
Project	10

All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)



Includes
Certification
Exam



Includes
Labs

*Program can be customized to fit specific curricular requirements

Course Catalog



Domain Based
Analytics

WCNAM

Wiley Certified Next-Gen AI Marketer

“ The future is one of
intelligent agents. ”
- Dennis R Mortensen

Outcome of the Program

- Exposure to various AI and ML tools across the marketing stack and several real-world business use cases on application of AI and machine learning in delivering business outcomes
- Access to multiple lab work and exercises, including a code free environment which allows marketers to take back operation ready models and workflows
- First hand exposure to building AI based marketing solutions without any deep technical expertise
- Exposure to frameworks, tools and technology environments that can be leveraged by participants in their own functions and industry

CURRICULUM

Module 1: Impact of AI on Changing Marketing Ecosystems

Module 2: Getting your AI Toolkit

Module 3: Insight Detection: Solving the Data Challenge

Module 4: Segmentation and Personalization: Know Your Customer Better

Module 5: Optimizing AI Marketing

Module 6: Building an AI-Led Business Case



Includes
Certification
Exam



Includes
Labs and
Project Work



Online classes
and Workshops

*Program can be customized to fit specific curricular requirements



PREREQUISITES

- Understanding of fundamentals of marketing
- Strong foundation in statistics and math
- Basic knowledge of database, tables and fields and programming is desirable



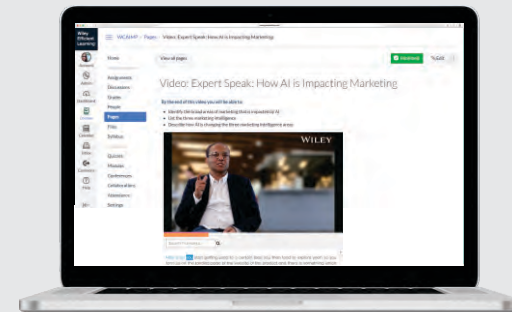
WHO IS IT FOR?

- Marketing agency employees
- Product owners and their teams
- Account managers and Sales heads
- Marketing consultants
- Startup founders
- CXOs

Course Duration:

Online Learning	24+
Live Online Hours	36
Labs/Activities	22
Project	10
Workshop	16

All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)



WCFAS

Wiley Certified F&A Analytics Specialist



Outcome of the Program

- Discuss the application of analytics in Finance and Accounting with use cases
- Get skilled in R to mine small and large data sets to reveal patterns and provide insights
- Apply a structured approach to handle data analytics projects
- Apply various analytics algorithms to, improve predictions, and support decision making

CURRICULUM

- Module 1:** Analytics in the Changing F&A Landscape
- Module 2:** Application of Analytics in F&A
- Module 3:** Discovering Value of Analytics: Case Studies
- Module 4:** Using R for Finance Analytics
- Module 5:** Performing Advanced Analytics Techniques
- Module 6:** Capstone Project

*Program can be customized to fit specific curricular requirements



Includes
Certification
Exam



Includes
Labs and
Project Work



PREREQUISITES

- Background of finance function
- Knowledge of common finance function processes
- Knowledge of metrics, reporting, MIS
- Working knowledge of Microsoft Excel



WHO IS IT FOR?

- Finance and Accounting professionals who aspire to pick up skills in analytics
- Students and graduates who aim to enter the domain of finance

Course Duration:

Online Learning	25
Training Hours	40
Labs/Activities	25
Project	10

All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)



Course Catalog

Full Stack
Developer



WCJFSD

Wiley Certified Java Full Stack Developer



WHO IS IT FOR?

- Engineering or IT students
- Software developers and programmers looking to upskill into fullstack development

Outcome of the Program

- Be thoroughly conversant with Java programming language, including structural and core Java
- Be able to structure, design, implement and test an end to end project
- Be able to work with the Java development framework such as Hibernate, Spring Core and Spring MVC
- Be able to work with databases including MySQL
- Develop good hands-on expertise in front-end development with tools such as HTML5, CSS3, JavaScript, JQuery, Angular, JSP and related technologies
- Be able to develop user centric and customer centric solutions using approaches such as design thinking and product management basics
- Become familiar with new age software development processes including agile and devops

Course Duration: Approx. 80 Days
Includes 60-80 hours for Projects

Daily schedule includes:

- 2 hours conceptual learning
 - 6 hours of hands-on practice
- (Note: the flexible course structure allows us to customize duration as per business needs)*



CURRICULUM

Module 1: Software Engineering and DevOps Basics

Module 2: Cloud Foundations

Module 3: Structured Programming in Java

Module 4: Core Java and SQL

Module 5: Web Technologies

Module 6: Web Application Development

Module 7: Java Frameworks

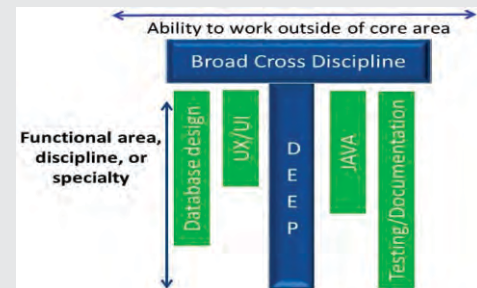
Module 8: Introduction to DevOps: Jenkins and Maven



Includes
Certification
Exam



500+ hands-
on skilling
exercises



**Program can be customized to fit specific curricular requirements*

Also Available Tracks:

Wiley Certified Machine Learning Full Stack Track



Module 1: Statistics and Math Fundamentals

Module 2: Data Science with R

Module 3: Machine Learning with R

Module 4: Python for Data Science

Module 5: Query Writing with MySQL

Module 6: Machine Learning with Python

Module 7: ML and AI Case Studies



Course Duration: Approx. 80 Days
Includes 60-80 hours for Projects

Daily schedule includes:

- 2 hours conceptual learning
- 6 hours of hands-on practice

(Note: the flexible course structure allows us to customize duration as per business needs)



Includes
Certification
Exam



300+ hands
-on skilling
exercises

Wiley Certified Data Engineering Full Stack Track



Module 1: Software Engineering and DevOps

Module 2: Cloud Foundation

Module 3: Structured Programming in Java

Module 4: Core Java and SQL

Module 5: Application Development using Java

Module 6: Web Technology

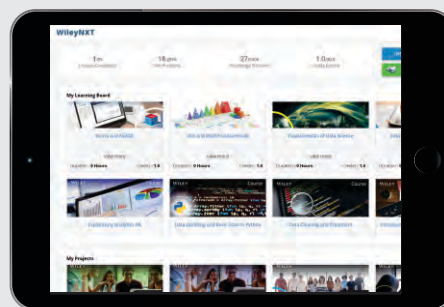
Module 7: Introduction to DevOps

Module 8: Working with Hadoop Ecosystem
(including Pig and Hive)

Module 9: MongoDB and HBase

Module 10: Spark Ecosystem

Module 11: Data Visualization



Course Duration: Approx. 80 Days
Includes 60-80 hours for Projects

Daily schedule includes:

- 2 hours conceptual learning
- 6 hours of hands-on practice

(Note: the flexible course structure allows us to customize duration as per business needs)



Includes
Certification
Exam



300+ hands
-on skilling
exercises



Course Catalog

New Age Emerging
Technologies

WCIOTP

Wiley Certified IoT Professional

“The IoT is big news because it ups the ante; Reach out to touch somebody is becoming reach out and touch everything.”

- Parker Trewin

Outcome of the Program

- Exposure to various software, hardware, application systems, big data, and their interplay in IoT systems via videos and case studies
- Hands-on experience of working with various IoT platforms such as Raspberry Pi and Arduino via remote labs
- First hand exposure to frameworks, tools and technology to build IoT ecosystems

CURRICULUM

Module 1: Fundamentals of IoT

Module 2: IoT Programming

Module 3: Must know Electronics and Software for IoT

Module 4: Sensors for IoT Applications

Module 5: Installing to Bluetooth Interface

Module 6: Audrino Interfacing

Module 7: Cloud for IoT

Module 8: Rapid Prototyping with NodeMCU

Module 9: A Quick View of Operating Systems and Raspberry Pi

Module 10: Real-time Product Building

**Program can be customized to fit specific curricular requirements*

Includes
Certification
Exam

Includes
Labs



PREREQUISITES

- Understanding of electronics and programming skills is desirable



WHO IS IT FOR?

- Engineering graduates
- Data engineers
- Product designers

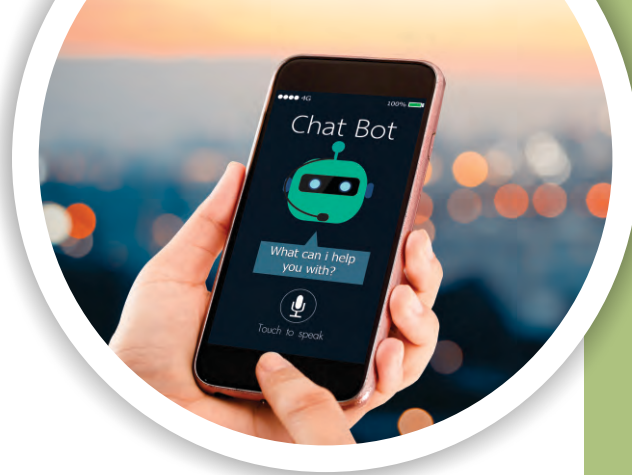
Course Duration: Approx. 3 months

(Note: the flexible course structure allows us to customize duration as per business needs)



Official Certified RPA Professional

in collaboration with:



Globally, the RPA market will grow to \$5 billion by 2020 from just \$183 million in 2013, predicts Transparency

Outcome of the Program

- Get insights into modern business enterprise in terms of its core business processes, understand the role of enterprise IT and the applications of technology in enabling business processes
- Exposure to RPA development and testing with examples as well as soft skills needed for RPA professionals.
- RPA hands-on bot-building experience and access to industry leading RPA platform of Automation Anywhere for practicing task automation, data integration and extracting data from web application
- Working on a typical RPA project from requirements to implementation

CURRICULUM

Module 1: Understanding a Modern Business Enterprise

Module 2: Business Process Foundations

Module 3: IT Enterprise Applications

Module 4: Modern Software Engineering Paradigms

Module 5: Introduction to RPA

Module 6: RPA Adoption Methodology for Enterprises

Module 7: RPA Bot Development Pprojects

Module 8: Soft Skills for RPA Professionals



Includes
Certification
Exam



Includes
Labs and
Project Work



PREREQUISITES

- Basic knowledge of database, tables and fields and programming is desirable
- Programming skills in core Java or Python an advantage



WHO IS IT FOR?

- Engineering graduates
- Participants with programming skills

Course Duration: Approx. 3 months

(Note: the flexible course structure allows us to customize duration as per business needs)

Also in pipeline Official Wiley-Automation Anywhere programs on:

- RPA Analyst
- RPA Program Manager
- RPA Operation Specialist
- RPA Designer/Architect

**Program can be customized to fit specific curricular requirements*

Course Catalog



21st Century
Business Skills

WCDTP

Wiley Certified Design Thinking Practitioner



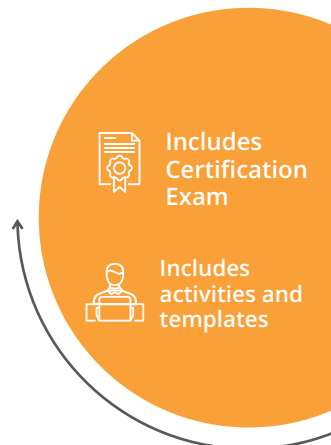
Outcome of the Program

- **Co-create, grow, and scale:** We continuously expand our capabilities to create scalable market opportunities in a digital world and in ecosystems.
- **With varying mental states:** As the situation requires, we combine different approaches with design thinking, data analytics, systems thinking, and lean start-up.
- **Develop process awareness:** We know where we stand in the design thinking process and develop a feeling for the “groan zone” to change the mindset through facilitation in a targeted way.
- **Networked collaboration:** We collaborate on an ad hoc, agile, and networked basis with T-shaped people and U-shaped teams across departments and companies.
- **Reflect on actions:** We reflect on our way of thinking, our actions, and attitudes because they have an impact on what we do and on the assumptions we make.

CURRICULUM

- Module 1:** Overview of Design Thinking
- Module 2:** Empathize and Understand
- Module 3:** Defining Needs
- Module 4:** Ideating for Solutions
- Module 5:** Prototyping
- Module 6:** Testing to Validate
- Module 7:** Design Thinking Culture
- Module 8:** Summary

*Program can be customized to fit specific curricular requirements



PREREQUISITES

- None

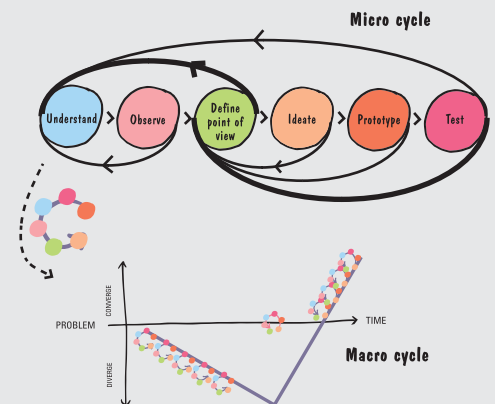
WHO IS IT FOR?

- Corporates teams
- Students
- Professionals

Course Duration:

Online Learning	20
Workshop	16
Labs/Activities	5

All duration mentioned is in hours
(Note: the flexible course structure allows us to customize duration as per business needs)



WCPSL

Wiley Certified Product Success Leader



Outcome of the Program

- Gain deep understanding of all phases and activities of product management life cycle with real life uses cases
- Build foundations of all competencies required for successful management of products
- Master the application of product success principles with case based exercises
- Get access to framework and ready to use templates for real life product management projects

CURRICULUM

Module 1: Introduction to Successful Management of Products

Module 2: Product Market Strategy

Module 3: Product Marketing

Module 4: UI and UX

Module 5: Product Engineering

**Program can be customized to fit specific curricular requirements*

 Includes
Certification
Exam

 Includes
Workshops
and Templates
for Various
Product
Strategy
Development

PREREQUISITES

- None

WHO IS IT FOR?

- Product owners/ Product lead/ Product team leaders
- Aspiring software engineering managers
- Project/program managers
- Marketing managers
- Entrepreneurs

Course Duration:

Online Learning	20
Workshop	16
Labs/Activities	5

*All duration mentioned is in hours
(Note: the flexible course structure allows us
to customize duration as per business needs)*

Based on the book by David Fradin



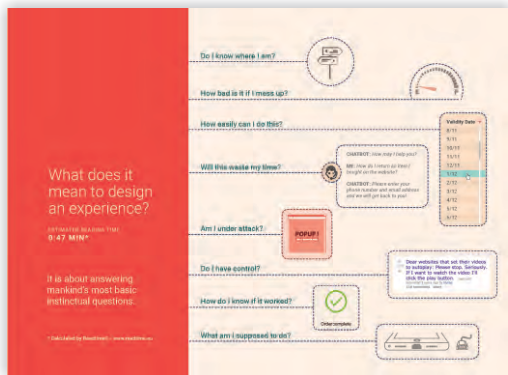
WCUXE

Wiley Certified UX Expert



Outcome of the Program

- Master the tools and techniques you need to design stunning intuitive products that satisfy users
- Learn how to design stunning products from scratch by going through the entire UX workflow - from idea to prototype



PREREQUISITES

- None



WHO IS IT FOR?

- IT professionals
- Product managers
- Graphic designers
- Digital marketers
- Entrepreneurs
- Any graduate looking to make a career in UI/UX

Course Duration: Approx. 1.5 months

(Note: the flexible course structure allows us to customize duration as per business needs)



CURRICULUM

Module 1: Experience Design: The What, The Why

Module 2: Design Thinking and Beyond

Module 3: Business Value with UI/UX

Module 4: Building Intuitive UI/UX from Scratch

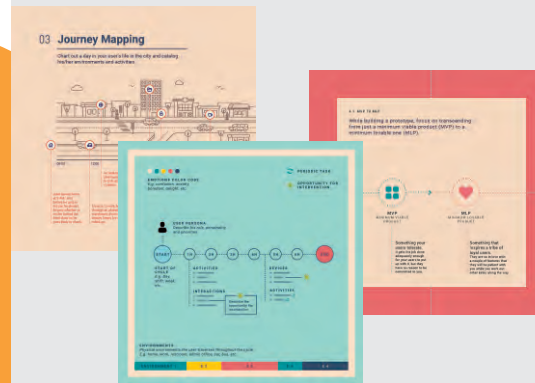
**Program can be customized to fit specific curricular requirements*



Includes
Certification
Exam



Includes
Workshops
and Exercises



Pages from the book 'The Great Balancing Act' by Mohan Krishnaraj

WCDSE

Wiley Certified Data Storytelling Expert

“The 3-minute story is exactly that: if you had only three minutes to tell your audience what they need to know, what would you say? This is a great way to ensure you are clear on and can articulate the story you want to tell.”

- Cole Nussbaumer Knaflic

Outcome of the Program

- Pique and keep audience's attention with impactful stories
- Use tools and framework provided in the course to build strong stories with data that effectively communicate insights about data in various formats and interactive visualizations
- Apply data visualization best practices to their work, including choosing the right chart type for the situation to capture audience attention

CURRICULUM

Module 1: Power of Story

Module 2: Visual Tools for Building your Data Story

Module 3: Storytelling and Power of Communication

**Program can be customized to fit specific curricular requirements*

Includes
Certification
Exam

Includes
workshops
and exercises



PREREQUISITES

- None

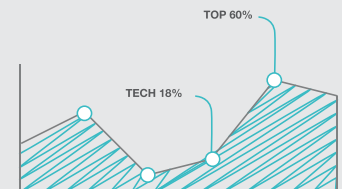
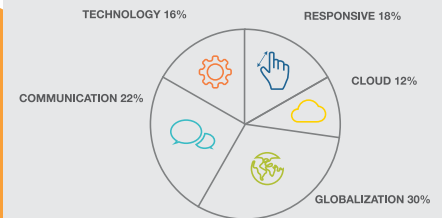


WHO IS IT FOR?

- Professionals business leaders and graduates

Course Duration: Approx. 1.5 months

(Note: the flexible course structure allows us to customize duration as per business needs)



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Wiley Thought Leadership Series

Success stories of Leaders who have made the difference
in the world of Business and Leadership

Expanding
Your Brand

Stories of Disruption
and Growth

Inspiring
Generations

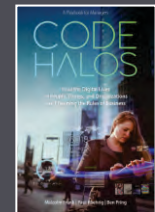
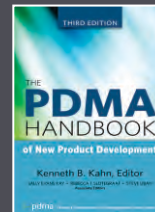
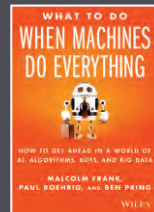
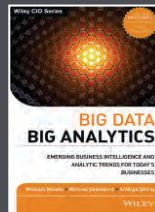
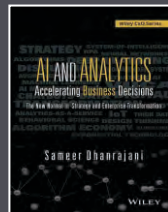
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