

## OCTOBER 2023

- 25th Oct: Security Operations Center Workshop - Registration

## NOVEMBER 2023

- 28th Nov: Security Operations Center Workshop - Class Commencement

## DECEMBER 2023

- 2nd Dec: Diploma in Big Data Analytics Batch 11 - Class Commencement
- 2nd Dec: Diploma in Digital Marketing Batch 14 - Class Commencement
- 4th Dec: Advanced MS Excel Certification Batch 5 - Class Commencement
- 4th Dec: Digital Earning Program Certification Batch 5 - Class Commencement
- Security Operations Center Workshop - Class Commencement

## JANUARY 2024

- 1st Jan: Diploma in Business Intelligence Batch 2 - Registration & Interviews
- 2nd Jan: ERP SAP Certification Batch 2 - Registration & Interviews
- 3rd Jan: Advanced MS Excel Certification Batch 6 - Registration
- 4th Jan: Digital Earning Program Certification Batch 6 - Registration
- Flutter App Development - Registration

## MARCH 2024

- 4th Mar: Advanced MS Excel Certification Batch 5 - Class Commencement
- 4th Mar: Digital Earning Program Certification Batch 5 - Class Commencement

## APRIL 2024

- 6th Apr: Diploma in Business Intelligence Batch 2 - Class Commencement
- 6th Apr: ERP SAP Certification Batch 2 - Class Commencement
- 6th Apr: Diploma in Flutter App Development - Class Commencement

*Due to any unforeseen circumstances, the date may vary*



Institute of Business Administration, Karachi

# Center for Information & Communication Technologies



# A Journey To Excellence

## VISION

The Center for Information & Communication Technology (CICT) aspires to meet the highest standards of IT excellence required in pursuit of management strategies and incorporating digitalization in industries to enforce revolution.

## MISSION

The Center for Information & Communication Technology (CICT) is to provide excellent teaching and research environment, especially in Information Technology to produce students/professionals who distinguish themselves by their professional competence, research, entrepreneurship, humanistic outlook, ethical rectitude, pragmatic approach to problem-solving, managerial skills and ability to respond to the challenge of socio-economic development to serve as the vanguard of techno-industrial transformation of the society.



# MASTERING THE DIGITAL FRONTIER

CICT's impact is undeniably profound through its top-notch hi-tech training programs in the fields of Big Data analytics, Business Intelligence, Digital Marketing, Data Mining, Cyber Security, and AI. Their comprehensive and cutting-edge curriculum equips students with the knowledge and skills necessary to excel in these rapidly evolving domains. Through a blend of theoretical concepts and practical exercises, CICT provides a comprehensive learning experience. Our digital training programs are invaluable opportunities to enhance professional growth and stay ahead in the digital era.



## Skill Building

Empowering individuals with the expertise needed to thrive in the ever-changing digital landscape



## Innovation

driving forward-thinking solutions and pushing the boundaries of technological advancements.



## Leadership

Nurturing individuals to become visionary and influential leaders in the digital realm.

# BRIDGING THE GAP

CICT's primary goal is to establish a link between the corporate sector and academia, serving as a catalyst for digitalization through a range of cutting-edge hi-tech training programs designed for diverse organizations and industries. As a bridge, we connect enterprises with the rapidly emerging digital revolution, equipping them with the necessary skills to adapt to the fast-paced advancements in the digital realm.

# TECH-DRIVEN FUTURE

IBA CICT plays a crucial role in contributing to the digital revolution in Pakistan by focusing on specific technologies and fields within the IT sector for its training programs. These programs cover areas such as software development, data analytics, cybersecurity, cloud computing, digital marketing, e-commerce, and emerging technologies like artificial intelligence (AI) and Internet of Things (IoT). By targeting these technologies and fields, CICT aims to equip individuals with the skills and knowledge needed to thrive in the digital era. These training programs not only enhance the employability of individuals but also contribute to the overall digital transformation of Pakistan by building a competent workforce that can drive innovation, adopt new technologies, and contribute to the country's digital economy.



# Legacy of Excellence

At our institute, we take pride in providing our trainees with the best education and training, equipping them with the necessary skills and knowledge to succeed in their professional careers. We firmly believe that their success is our success, and it is heartening to see our trainees thriving in their respective industries and making a significant impact in their organizations.

Through this booklet, we hope to inspire and motivate aspiring professionals to pursue their dreams and reach their full potential. The journeys of our successful trainees serve as a testament to the effectiveness of our training programs and the dedication of our faculty and staff in shaping the future leaders of various industries.

We invite you to dive into the stories of our successful trainees and witness their journeys from the classrooms of our institute to the boardrooms of top companies. We hope that their experiences will inspire you to embark on your own journey of success.





# DRIVING TECHNOLOGICAL **EXCELLENCE**

## **BIG DATA ANALYTICS**

CICT's industry-aligned big data analytics training programs empower professionals to navigate the complexities of data analytics and drive organizational growth.

## **DIGITAL MARKETING**

CICT's digital marketing training programs empower professionals to drive online success through effective targeting, analytics, and optimization.

## **ENTERPRISE RESOURCE PLANNING**

CICT's ERP training programs equip individuals with the expertise to integrate, manage, and leverage ERP solutions for seamless business processes and informed decision-making.

## **CYBER SECURITY**

Stay one step ahead of cyber criminals with CICT's industry-aligned training programs that cover the latest trends and technologies in cyber security.

## **BUSINESS INTELLIGENCE**

Unlock the power of data-driven decision-making with CICT's comprehensive business intelligence training programs, empowering professionals to extract actionable insights from complex datasets.

## **INTERNET OF THINGS**

Unlock the potential of IoT for innovation and efficiency with CICT's comprehensive training programs, providing hands-on experience in building IoT solutions.

# DRIVING TECHNOLOGICAL **EXCELLENCE**

## **FLUTTER**

CICT's Flutter training programs offer a strategic approach to building mobile apps, providing practical insights and hands-on experience in Flutter's powerful development ecosystem.

## **WEB DESIGNING**

CICT's specialized web designing training programs provide practical knowledge and real-world applications, enabling individuals to design aesthetically pleasing and intuitive websites.

## **APPLICATION DEVELOPMENT**

CICT's ERP training programs equip individuals with the expertise to integrate, manage, and leverage ERP solutions for seamless business processes and informed decision-making.

## **BLOCKCHAIN TECHNOLOGY**

Gain a competitive advantage by mastering the principles and applications of blockchain through CICT's blockchain training programs, positioning yourself as a proficient blockchain professional.

## **MACHINE LEARNING**

Develop expertise in data preprocessing, feature engineering, and model evaluation through CICT's immersive training programs, enabling professionals to extract valuable insights from data.

## **AGILE SOFTWARE DEVELOPMENT**

Gain a competitive advantage by mastering the principles and practices of Agile Software Development through CICT's training programs, positioning yourself as a skilled Agile practitioner.

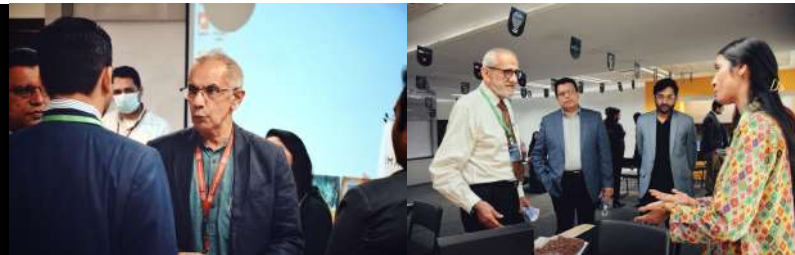


# FORGING STRONG INDUSTRY CONNECTIONS

CICT (Center for Industry Collaboration and Training) takes pride in its strong industry linkages, which play a crucial role in shaping our programs and ensuring their relevance in the ever-evolving professional landscape. We actively collaborate with leading organizations, industry experts, and professionals to bridge the gap between academia and industry. These partnerships enable us to incorporate real-world insights, industry best practices, and emerging trends into our curriculum, preparing our students with the knowledge and skills required to excel in their chosen fields. Through internships, guest lectures, workshops, and industry-driven projects, we provide our students with valuable opportunities to gain practical experience and establish meaningful connections within their respective industries. Our robust industry linkages serve as a catalyst for success, empowering our graduates to thrive in the competitive job market and make a significant impact in their careers.

**52+**

Linkages



**81.3%**

Placements



**110+**

Startups





**TRUSTED BY  
MORE THAN  
80+  
BUSINESS IN THE  
CORPORATE  
SECTOR**

**Connect with us:**





# DIPLOMA PROGRAMS:

## BIG DATA ANALYTICS

**Duration: 4 Months**

**Days: Weekend Program (Fridays, Saturdays, & Sundays)**

**Program Fees: PKR 230,000/- (Exclusive of SST)**

**Venue: IBA City Campus**

### OVERVIEW

The convergence of big data and machine learning with technologies such as cloud services, sensors, ubiquitous computing, mobile devices, and the Internet of Things has created vast new opportunities for business. Analytics has become a competitive and sustainable advantage for many organizations. To harness the benefits of big data and machine learning, however, business leaders face the pressing challenge of not only acquiring the right technologies and talent to analyze and interpret the data but also weaving a data-centric mindset into the organization's structure and cultural fabric.

This Four-Month Diploma will empower you with the skills and confidence to tackle data-driven opportunities and accelerate data-analysis transformation in the organization. Through lectures, case studies, and discussions, real-world insights will be gained on various applications of big data analytics and machine learning, and how they can be used to fuel better decision-making within the context of the attendee's own Department/Organization.

### COURSES

- Python Foundation & Data Wrangling
- NoSQL Databases & Data Visualization
- Machine Learning
- Infrastructure Development for Real-Time Big Data Analytics

### PROGRAM OBJECTIVES

- Build a strong foundation in Python programming, including data structures and functions & Gain proficiency in numerical data analysis techniques using Python through practical examples.
- Understand the evolution of big data analytics, its tools, and real-world applications & Develop skills in exploratory data analysis, data cleaning, and data management techniques.
- Acquire knowledge of NoSQL databases and their role in big data management.
- Master data visualization for effective business analytics using modern BI tools.
- Develop a comprehensive understanding of machine learning principles and algorithms & Gain expertise in designing and implementing infrastructures for real-time big data analytics.



# DIGITAL MARKETING

**Duration: 4 Months**

**Days: Weekend Program (Fridays, Saturdays, & Sundays)**

**Program Fees: PKR 125,000/- (Exclusive of SST)**

**Venue: IBA City Campus**

## OVERVIEW

The Digital Marketing diploma aims at providing training to a wide range of professionals. Being a cornerstone certification, the Professional Diploma in Digital Marketing can give you exposure to digital marketing specialists, from Social Media Marketing and Mobile Marketing to PPC Marketing, Email Marketing, and SEO. People who are looking for a change in direction in their careers or marketing newbies who want to make the switch to digitalization can take benefits from this diploma.

## KEY FEATURES

- Fundamentals of marketing and with understanding of changing trends and the rise of the digitalization in marketplace
- Effective engagement with customers via social media platforms
- Basics of e-Commerce including: the ideal structure of an eCommerce site, impact of site design on customer transactions
- Development of the online marketing strategy across the digital space
- Understanding & Implementation of a search engine strategy
- Creation and management of a data strategy
- Identification of effective and ineffective strategies for determining the marketing spend
- In-depth grounding in Digital Advertising

## COURSES

- WordPress & SEO
- Performance Metrix & KPIs
- Social Media Marketing
- Google PPC & Email Marketing

## LEARNING OUTCOMES

- Understand the impact of technology on the traditional marketing mix
- Understand how digital marketing can be used to increase sales and to grow businesses
- Understand the fundamentals of the digital marketing
- Understand the elements of the digital marketing plan
- Understand how to get to the online target market and develop basic digital marketing objective



# BUSINESS INTELLIGENCE

**Duration: 4 Months**

**Days: Weekend Program (Fridays, Saturdays, & Sundays)**

**Program Fees: PKR 150,000/- (Exclusive of SST)**

**Venue: IBA City Campus**

## OVERVIEW

The Business Intelligence Diploma program offers a comprehensive and in-depth curriculum designed to equip individuals with the skills and knowledge required to excel in the dynamic field of business intelligence. This program combines theoretical foundations with hands-on practical training, enabling participants to master the essential concepts, techniques, and tools used in collecting, analyzing, and interpreting data for strategic decision-making. From data visualization and reporting to data mining and predictive analytics, the program covers a wide range of topics essential to harnessing the power of data in driving business insights and outcomes. Taught by experienced faculty and industry experts, the Business Intelligence Diploma program provides a well-rounded education that prepares graduates to thrive in a data-driven business environment. Whether you are a seasoned professional seeking to enhance your skills or a recent graduate aspiring to enter the field of business intelligence, this program offers the expertise and credentials needed to succeed in today's data-driven world.

## TOPICS

1. Data Visualization
2. Data from Different Data Sources and Transformation
3. Python Programming in Power BI
4. Data Modeling
5. Data Analysis Expressions (DAX)

## LEARNING OUTCOMES

1. Understand the fundamental concepts and principles of business intelligence, including its role in decision-making processes and organizational success.
2. Demonstrate proficiency in data management techniques, such as data warehousing, data modeling, and ETL processes, to ensure effective storage, integration, and accessibility of data.
3. Apply data analysis and visualization techniques to extract insights from data and effectively communicate findings to stakeholders.
4. Identify and apply appropriate business intelligence tools and technologies to collect, analyze, and interpret data for strategic decision-making.
5. Develop a comprehensive understanding of business intelligence applications in various domains, such as finance, marketing, and operations, and effectively apply business intelligence techniques in real-world scenarios.



# CERTIFICATE PROGRAMS:

## DIGITAL EARNING PROGRAM

**Duration: 2 Months**

**Days: Weekdays Evening (Mondays, Tuesdays, & Thursdays))**

**Program Fees: PKR 40,000/- (Exclusive of SST)**

**Venue: IBA City Campus**

### OVERVIEW

Our program is designed to equip trainees with the skills needed to become successful digital entrepreneurs & freelancers. Over the course of our program, you will learn how to leverage various social media platforms to create and execute effective marketing campaigns. This will include learning about audience targeting, content creation, and engagement strategies. Moreover, you will also learn how to build and customize websites using WordPress. This will include learning about themes, plugins, and page builders. The program also focuses on how to find and attract potential clients for your digital services. This will include learning about lead generation, networking, and online marketplaces and you will also learn to effectively manage your own freelance business. This will include learning about pricing strategies, time management, and project management.

### KEY FEATURE:

- Leads to Google Certification
- IBA Certification
- Understanding of the digital freelancing industry
- Key players in the market
- Online business model
- Work showcases to potential clients
- Collaboration tools, and software specific to certain industries
- Graphic design, Writing, & video editing.
- Managing a remote team effectively

### LEARNING OUTCOMES:

- Digital earning
- Passive income
- Digital hands-on skills
- Product hunting
- Client hunting
- Freelancing portfolio
- 30 above freelancing skills
- Prototype business startup
- Local business plan & strategies
- Adaptability and flexibility
- Technical Skills



# ADVANCE MS EXCEL

**Duration: 2 Months**

**Days: Weekdays Evening (Mondays, Tuesdays, & Thursdays)**

**Program Fees: PKR 40,000/- (Exclusive of SST)**

**Venue: IBA City Campus**

## OVERVIEW

This course will help to take your analytical skills to the next level of accuracy. Intensive and hands-on, the course is designed to equip you with step-by-step guides for structuring and managing accurate financial data.

In this course, participants can learn advanced formulas, conditional formatting, pivot tables, form controls, and interactive charts and learn how to develop and devise the required business and financial reports

## TOPICS

- 1.Introduction to Advance Excel
- 2.Custom Formatting. (Dates, Data, Reports)
- 3.Operation Formulas, using relative and absolute References.
- 4.Data Validation, dropdowns, duplications.
- 5.Goal Seeking, Scenario Manager, Data Tools, Tracing the Precedents and Dependents
- 6.Formulas – Lookup, Conditional Logics, If Statements...
- 7.Power pivot, Table analysis, data connections, Macros, User form.
- 8.Power Query, BI in Excel, Dashboard reporting
- 9.Case studies: Marketing, Finance, HR & Supply chain
- 10.Microsoft Visual Basic, Scripting
- 11.Data Structuring

## LEARNING OUTCOMES

- 1.Summarizing data using advanced functions, Conditional formatting
- 2.Database operations & management
- 3.Logical and lookup functions, Array functions, Macros
- 4.Optimizing solutions with “What if” analysis
- 5.Reporting with power pivot
- 6.Data visualization with graphs and charts
- 7.Power Query and Power Pivot
- 8.Business Intelligence Tools & Forecasting.



# ERP SAP CERTIFICATION

**Duration: 2.5 Months**

**Days: Weekend Program**

**Program Fees: PKR 85,000/- (Exclusive of SST)**

**Venue: IBA City Campus**

## OVERVIEW

Our ERP SAP Certificate Program is a comprehensive training program designed to equip you with the essential skills and knowledge required to excel in the dynamic world of SAP ERP systems. This program consists of two courses, with the mandatory Financials module providing a solid foundation in financial accounting concepts, GL accounting, AP, and AR processes.

For the second course, you have the freedom to choose between Supply Chain and Human Capital Management, allowing you to tailor your learning journey to your interests and career goals. Whether you aspire to become an expert in supply chain management or human resources, this program will empower you with the expertise needed to navigate and optimize these critical business processes. Join us on this transformative learning experience and unlock your potential in the realm of ERP SAP.

## COURSES

- ERP SAP Financials (mandatory)
- ERP SAP Human Capital Management (optional)
- ERP SAP Supply Chain (Optional)

## LEARNING OUTCOMES

1. Gain an overview of business processes in fixed assets accounting and bank ledger.
2. Understand the basics of controlling (management accounting), including its applications, organizational structure, master data, and cost center accounting.
3. Extract information and generate reports from MM master data and documents.
4. Familiarize with SAP S/4 HANA Production Planning, including organizational structure, material master data, bill of materials, routing master data, and production planning processes.
5. Understand HCM master data, including personal number, reference personal number and info types.
6. Gain knowledge of various HCM processes, such as organizational management, personal administration, recruitment, personal development, talent management, performance management, personal controlling, and employee self-service.



# UPCOMING PROGRAMS:

## CYBER SECURITY

The Cyber Security course provides an introduction to the basic concepts, principles, and practices of cyber security. The course covers topics such as information security, network security, cryptography, threat analysis, incident response, and security governance. Students will learn how to assess risks and vulnerabilities, how to protect information and systems, and how to detect and respond to security incidents. Additionally, the course will cover legal and ethical issues related to cyber security, as well as emerging trends and challenges in the field. By the end of the course, students will have gained practical skills in cyber security and be able to apply their knowledge to real-world situations.

### Program Learning Outcomes:

- **Information Security:** You will learn how to identify and classify information assets, how to assess risks and vulnerabilities, and how to implement controls and measures to protect information.
- **Network Security:** You will learn how to secure computer networks, including firewalls, intrusion detection systems, and virtual private networks (VPNs).
- **Cryptography:** You will learn how cryptography works, how to use encryption and decryption algorithms, and how to apply cryptography to protect data and communications.
- **Threat Analysis:** You will learn how to analyze threats and risks to information systems and how to develop strategies to mitigate and manage them.
- **Incident Response:** You will learn how to respond to security incidents, including how to investigate, contain, and recover from security breaches.
- **Security Governance:** You will learn how to design and implement security policies, standards, and procedures, and how to manage security risks and compliance.
- **Legal and Ethical Issues:** You will learn about the legal and ethical issues related to cyber security, including privacy, data protection, and intellectual property.
- **Emerging Trends and Challenges:** You will learn about the emerging trends and challenges in the field of cyber security, including cloud computing, mobile security, and the Internet of Things (IoT).



# UPCOMING PROGRAMS:

## BLOCK CHAIN

The Blockchain course provides an introduction to the fundamental concepts, principles, and applications of blockchain technology. The course covers topics such as distributed systems, cryptography, consensus algorithms, smart contracts, and decentralized applications (DApps). Students will learn how to design and implement blockchain-based systems, as well as how to develop and deploy smart contracts on different blockchain platforms. Additionally, the course will cover legal and ethical issues related to blockchain, as well as emerging trends and challenges in the field. By the end of the course, students will have gained practical skills in blockchain and be able to apply their knowledge to real-world problems.

### Program Learning Outcomes:

- By the end of this course, you will have gained a solid understanding of the following learning outcomes:
- **Blockchain Fundamentals:** You will learn what blockchain is, how it works, its different types, and its real-world applications.
- **Cryptography:** You will learn how cryptography works, including hashing, digital signatures, and encryption algorithms, and how it is used in blockchain.
- **Distributed Systems:** You will learn how distributed systems work, including peer-to-peer networks and consensus algorithms such as proof-of-work and proof-of-stake.
- **Smart Contracts:** You will learn what smart contracts are, how they work, and how to develop and deploy them on different blockchain platforms.
- **Decentralized Applications (DApps):** You will learn how to design and develop decentralized applications (DApps) using blockchain technology.
- **Blockchain Platforms:** You will learn about different blockchain platforms such as Ethereum, Hyperledger, and Corda, and their specific features and use cases.
- **Security and Privacy:** You will learn about security and privacy considerations when working with blockchain technology, including attacks such as 51% attacks and privacy-enhancing techniques such as zero-knowledge proofs.
- **Legal and Ethical Issues:** You will learn about the legal and ethical issues related to blockchain, including regulation, intellectual property, and social impact.
- **Emerging Trends and Challenges:** You will learn about the emerging trends and challenges in the field of blockchain, including scalability, interoperability, and sustainability.



# UPCOMING PROGRAMS:

## MACHINE LEARNING

The Machine Learning course provides an introduction to the basic concepts, techniques, and algorithms used in machine learning. The course covers topics such as supervised and unsupervised learning, decision trees, random forests, neural networks, and deep learning. Students will learn how to preprocess and transform data, how to use machine learning algorithms to make predictions and decisions, and how to evaluate the performance of these models. Additionally, the course will cover ethical considerations and privacy concerns when working with machine learning models. By the end of the course, students will have gained practical skills in machine learning and be able to apply their knowledge to real-world problems in fields such as finance, healthcare, and marketing.

### Program Learning Outcomes:

This Machine Learning course covers the fundamentals of Machine Learning, its real-world applications, and its different types. You will learn how to preprocess and transform data for machine learning algorithms, including data cleaning, feature selection, and engineering. You will also learn how to use supervised learning techniques such as linear regression, logistic regression, decision trees, and random forests for building predictive models, and unsupervised learning techniques like clustering and dimensionality reduction to uncover patterns and insights from unstructured data. The course also covers neural networks, deep learning, model evaluation using metrics such as accuracy, precision, recall, and F1-score, and ethical considerations and privacy concerns such as bias, fairness, and transparency when working with machine learning models.

## FLUTTER APP DEVELOPMENT

Get ready to embark on an exciting journey into the world of mobile app development with our upcoming Diploma Program in Flutter App Development at IBA CICT. This comprehensive program will equip you with the skills and knowledge needed to create cutting-edge mobile applications using the Flutter framework, which is renowned for its versatility and efficiency. Our experienced instructors and industry-aligned curriculum will guide you through the entire app development process, from design to deployment. Whether you're a novice or an experienced programmer, this diploma program is your gateway to mastering the art of building captivating mobile apps. Join us at IBA CICT, where innovation meets education, and turn your app development dreams into a reality.





## Connect with us:



## Our Team:

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## Other Available EXTs

EXT: 1146

EXT: 1158



