

Meeting Data: Course Launch Plan

Objective:

Maharaja Agrasen Institute of Technology (MAIT) is planning to launch advanced Data Science and AI-related courses in April 2025 to meet the growing demand for skilled professionals in the industry. The institute aims to empower students and professionals with cutting-edge knowledge and hands-on experience in data science, artificial intelligence, and machine learning.

Industry Insights & Demand for Data Science Courses

Global Market Growth:

- The global data science market is projected to grow at a compound annual growth rate (CAGR) of 27.7% from 2024 to 2028.
- The AI and machine learning (ML) market is expected to reach \$500 billion by 2027.
- In India, the EdTech sector is rapidly growing, with increasing demand for skilled professionals in AI and data science.

Industry Requirements:

- Over 80% of businesses are adopting AI and data analytics for decision-making.
- Companies like Google, Microsoft, and Amazon are actively hiring for AI and ML roles.
- The average salary for a data scientist is around ₹120,000 per month, while an ML engineer commands approximately ₹130,000 per month.

Career Opportunities:

- Data Scientist: Average salary of ₹1 lakh to ₹2 lakhs per month.
- Machine Learning Engineer: Average salary of ₹90,000 to ₹1.5 lakhs per month.
- Big Data Analyst: Average salary of ₹80,000 to ₹1.5 lakhs per month.

Courses to be Launched (April 2025)

1. Full-Stack Data Science & AI

- **Mentor:** Arnav (Faculty Member, MAIT)
- **Duration:** 6 months
- **Key Topics:** Python, SQL, Machine Learning, Deep Learning, Natural Language Processing (NLP), Model Deployment
- **Projects:** Predictive Analytics, Recommendation Systems, Chatbot Development

2. Big Data & Analytics with Python

- **Mentor:** Ashwin (Faculty Member, MAIT)
- **Duration:** 6 months
- **Key Topics:** Hadoop, Spark, Data Warehousing, Data Visualization
- **Projects:** Large-scale Data Processing, Real-time Analytics

3. MLOps & Model Deployment

- **Mentor:** Ansh (Faculty Member, MAIT)
- **Duration:** 6 months
- **Key Topics:** CI/CD for ML, Docker, Kubernetes, Model Monitoring
- **Projects:** Automating ML Pipelines, Building Scalable AI Systems

Target Audience:

- **Students & Graduates:** Looking to transition into Data Science or AI roles.
- **Working Professionals:** Seeking upskilling in AI and MLOps.
- **Tech Enthusiasts:** Exploring advancements in Big Data and AI.

Marketing & Launch Plan

1. **Pre-Launch Webinars:** Conducted in March 2025 to generate buzz and provide insights into the course content.
2. **Social Media Campaigns:** Utilize platforms like LinkedIn, Twitter, YouTube, and Telegram for promoting the courses.
3. **Early Bird Discounts:** Offer discounts for the first 100 enrollments to encourage early sign-ups.

Conclusion:

With the expertise of its experienced faculty members, MAIT aims to deliver high-impact courses that prepare learners for real-world challenges in Data Science and AI. The institute is committed to bridging the gap between industry demands and academic offerings, ensuring students and professionals are well-equipped with the latest skills in the field.