

**IBM Global University Programs  
in Partnership with Arizona State University  
1st April 2022**

# Tech Learning for the Future Workforce

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# Today's Agenda

1



**Introducing IBM  
Global University  
Programs**

2



**Announcement of the  
IBM University  
Program with BUILD-  
IT university partners**

3



**Let's Get Started!**

# Today's Agenda

**1**



**Introducing IBM  
Global University  
Programs**

# The major obstacle for enterprises' digital transformation is a **SKILLED WORKFORCE**



By 2022 **54% of the workforce** will require significant *reskilling* and *upskilling*

Source: **World Economic Forum**

# Tech is everywhere and impacting the world and our daily lives

*Are you preparing to succeed in the digital economy and become the workforce of the future?*

“Progressive digital skills needed for future digital-ready citizens:

1) Basic skills to access and use Tech

**2) Ability to understand, appreciate and contextualise how Tech is being used/ employed...”**

*CNA news article “The rise of the digital economy – and how education may be transformed”, updated Feb 2021*

**Tech maturity is an even more important performance differentiator...**organizations that invested in these areas performed better than peers during the disruptions of 2020.”

## ***Five essential advantages of Outperformers***

**1.**

**Leadership**  
comes first

**2.**

Use **technology**  
to differentiate

**3.**

Engage  
**employees**  
anywhere

**4.**

Partner to win  
with  
**open innovation**

**5.**

**Cybersecurity** as  
foundation

*IBM 2021 CEO study “Find your essential - How to thrive in a post pandemic reality”*





# IBM Global University Programs

We **are at the intersection** between IBM and academia

Providing **technology & IBM subject matter experts**

Supporting **research**

Supporting the **advancement of relevant skills** for today's workforce

## IBM Academic Initiative

No-charge access to select IBM technology including

- Cloud
- Software
- Courseware

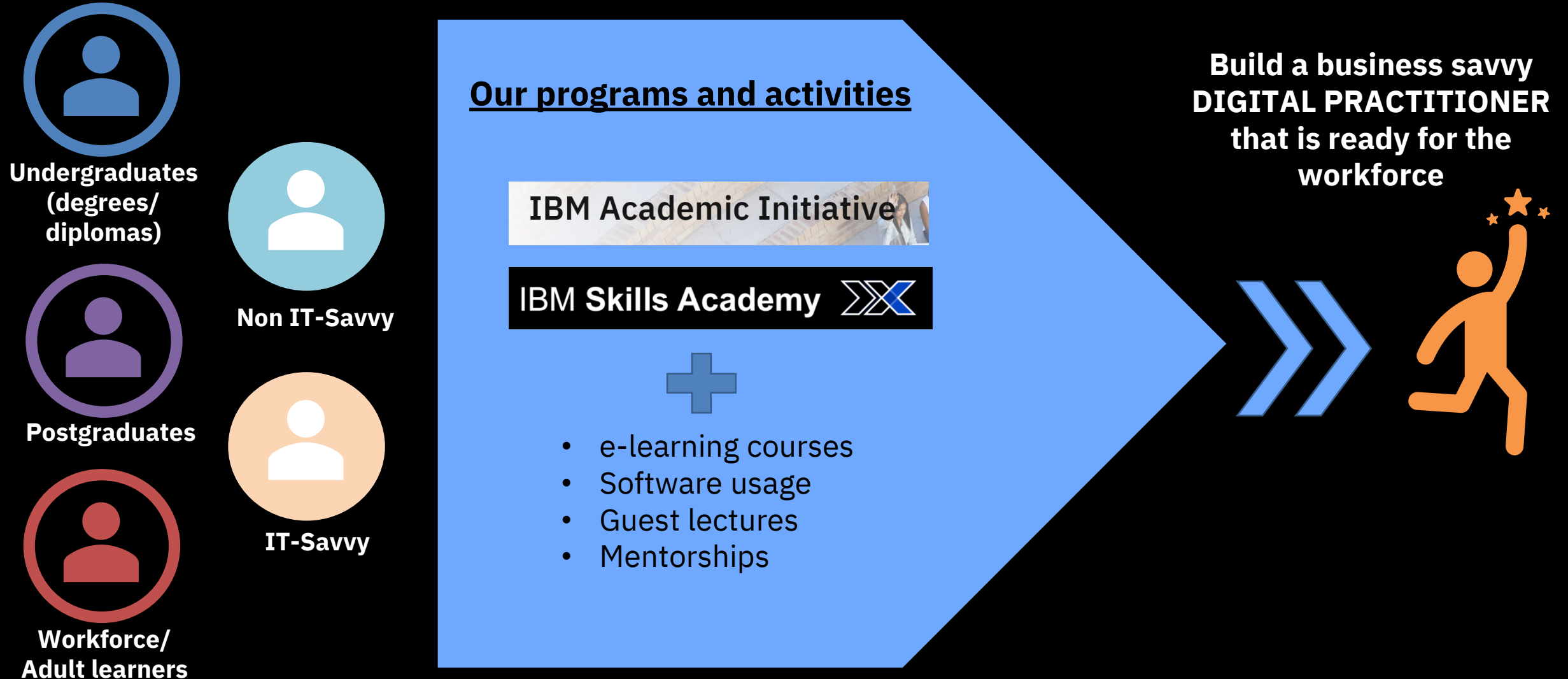
## IBM Academic Awards

- Faculty awards
- Open collaborative research awards
- Shared university research awards
- PhD fellowship awards

## IBM Skills Academy

- Skills-oriented training program
- Building strategies for teachers
- Bridging the skills gap between classroom and industry

# Working with faculty to addressing different groups of learners with IBM Global University Programs





# IBM Academic Initiative

A program for students and faculties with **no-charge access** to the most relevant tools for the current job market.

Access to **new technologies** and the **educational resources** from IBM.

IBM Academic Initiative enables students and faculty at accredited academic institutions to access select IBM resources through **a no-charge, self-service** program that will provide them with the requisite **skills to help distinguish themselves in their career.**

Check out our portal at:

[ibm.com/academic](https://ibm.com/academic)



<https://www.ibm.com/academic/home>



IBM Academic Initiative

Topics ▾

Usage terms ▾

Additional Resources

FAQ

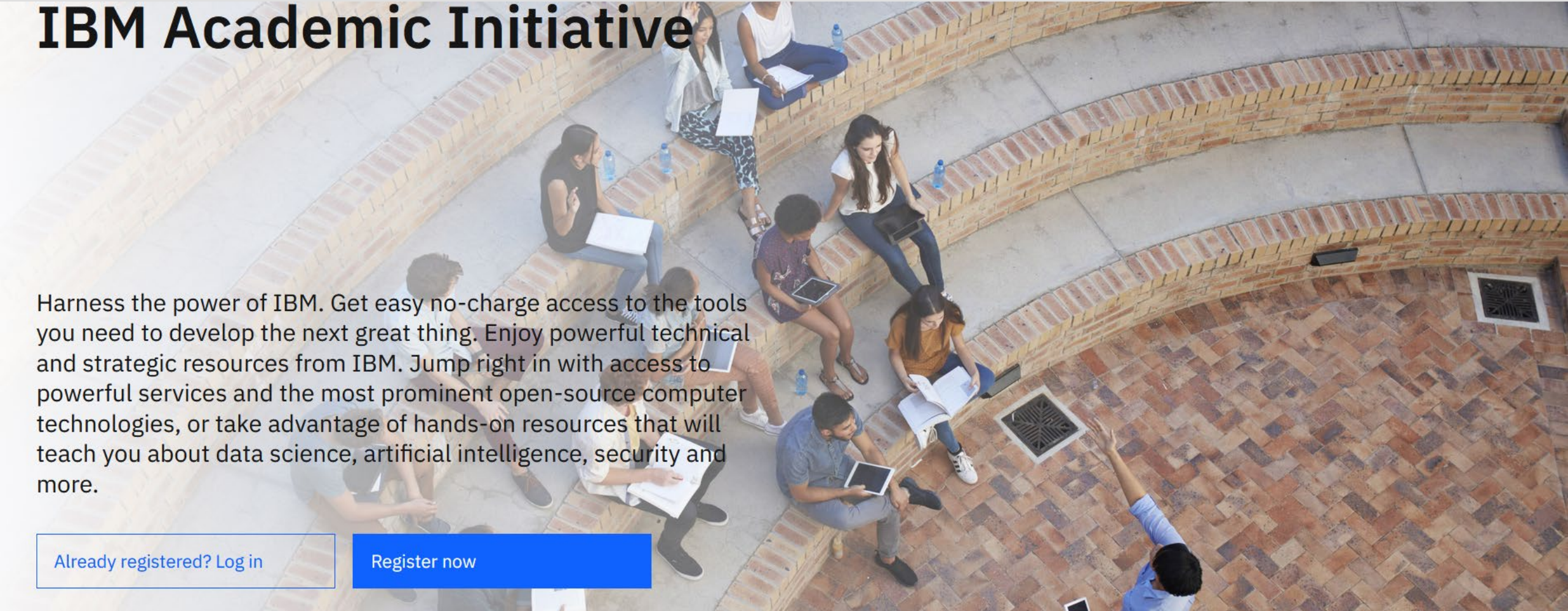


# IBM Academic Initiative

Harness the power of IBM. Get easy no-charge access to the tools you need to develop the next great thing. Enjoy powerful technical and strategic resources from IBM. Jump right in with access to powerful services and the most prominent open-source computer technologies, or take advantage of hands-on resources that will teach you about data science, artificial intelligence, security and more.

[Already registered? Log in](#)

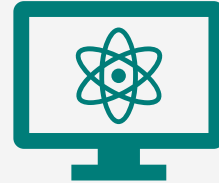
[Register now](#)



# Through the IBM Academic Initiative portal you get...



**No-charges for classroom**  
and non-commercial research



Access to **commercial-grade software**



**IBM Cloud** access and  
cloud-based resources



Faculty access to  
**enterprise-quality courses**



Access to IBM **digital badge courses**



Central location to find important  
**IBM content and education sites**



# Learn in-demand skills for today's, tomorrow's job market



**IBM Power**



**Artificial Intelligence**



**Cloud**



**Data Science**



**Security**



**Blockchain**



**Quantum**



**IBM Z**



**IBM Engineering**

# Foundational courses on Disruptive Technologies

❑ Self-paced

❑ Free

❑ IBM Academic Initiative

=> Topics => Capstone

## Data Science



Duration: 3.5 hours

Topics:

- Data Science Landscape
- Data Science on the Cloud
- **Watson Studio Data Refinery Visualizations**

Link:

<https://www.youracclaim.com/org/ibm/badge/getting-started-with-enterprise-data-science>

**\*Interactive Case Study**

## AI



Duration: 5 hours

Topics:

- AI Landscape
- AI Enterprise Applications
- **Getting started with Watson Chatbots**

Link:

<http://www.youracclaim.com/org/ibm/badge/getting-started-with-enterprise-grade-ai>

## Security



Duration: 8 hours

Topics:

- Global Threat Trends
- Threat Intelligence
- Threat Hunting
- **Threat Intelligence Activity Map**
- **I2 Phishing Scenario**

Link:

<https://www.youracclaim.com/org/ibm/badge/getting-started-with-threat-intelligence-and-hunting>

## Cloud



Duration: 5 hours

Topics:

- Cloud Computing Landscape
- Cloud Industry Adoption
- API Platform Revolution
- **Deploy an Enterprise Cloud Application**

Link:

<http://www.youracclaim.com/org/ibm/badge/getting-started-with-cloud-for-the-enterprise>



# Today's Agenda

2



**Announcement of the  
IBM University  
Program with BUILD-  
IT university partners**



**Introducing IBM  
Global University  
Programs**

# Extending AI, Data Science and Cloud Computing learning to all University students in IT, Engineering School and even non-IT Schools

**Robust self-pace e-learning courses with hands-on labs and digital certification upon completion**

**Follow-up with 1-2 virtual guest lectures per course**

☐ **Self-paced e-learning courses with digital certification**

☐ **Free**

☐ **Accessible from IBM Academic Initiative**

## Cloud



**Duration: 5 hours**

Topics:

- Cloud Computing Landscape
- Cloud Industry Adoption
- API Platform Revolution
- [Deploy an Enterprise Cloud Application](#)

## Data Science



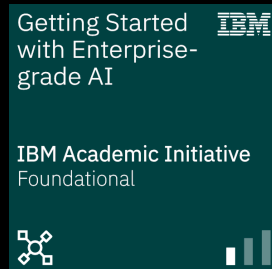
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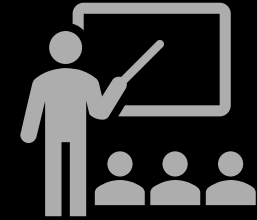
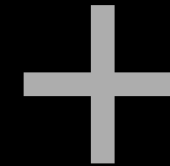
## AI



**Duration: 5 hours**

Topics:

- AI Landscape
- AI Enterprise Applications
- [Getting started with Watson Chatbots](#)



☐ **90mins virtual guest lectures conducted by IBM SMEs in areas relevant to the 3 pre-requisite e-learning courses**

## Outcomes:

- **IBM Digital Badges upon successful course completion**
- **A future workforce that understand how technology can be applied to the real-world and business context**
- **Spur interest to further tech learning**



# CyberSecurity is a critical knowledge for University students in IT disciplines/ schools

**Robust self-pace e-learning CyberSecurity course with hands-on labs and digital certification upon completion**

**Follow-up with 1-2 virtual guest lectures**

- ❑ **Self-paced e-learning courses with digital certification**

- ❑ **Free**

- ❑ **Accessible from IBM Academic Initiative**

## Security

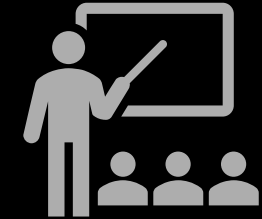
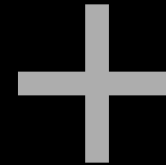


**Duration: 8 hours**

Topics:

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- **Threat Intelligence Activity Map**
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*\*Interactive Case Study*



- ❑ **90mins virtual guest lectures conducted by IBM SMEs in areas relevant to the pre-requisite e-learning course**

## Outcomes:

- **IBM Digital Badges upon successful course completion**
- **IT Graduates who understand the 'mechanics' of CyberSecurity which is a critical cornerstone of all technology**
- **Spur interest to further tech learning**



# Starting students on a learning journey to become...



OR



**Business executives  
proficient with expertise  
to be able to apply IT**

Reinventing job roles in the areas of :

- ✓ Entrepreneurship
- ✓ Marketing & Social Media
- ✓ Client Relationship Management
- ✓ Project Management
- ✓ Product Management

**Business savvy IT  
professionals**

- ✓ Business Analyst
- ✓ Data Analyst
- ✓ Data Engineer
- ✓ Data Journalist
- ✓ AI Designer
- ✓ Security Analyst
- ✓ Security Operations Analyst



# Today's Agenda

3



**Introducing IBM  
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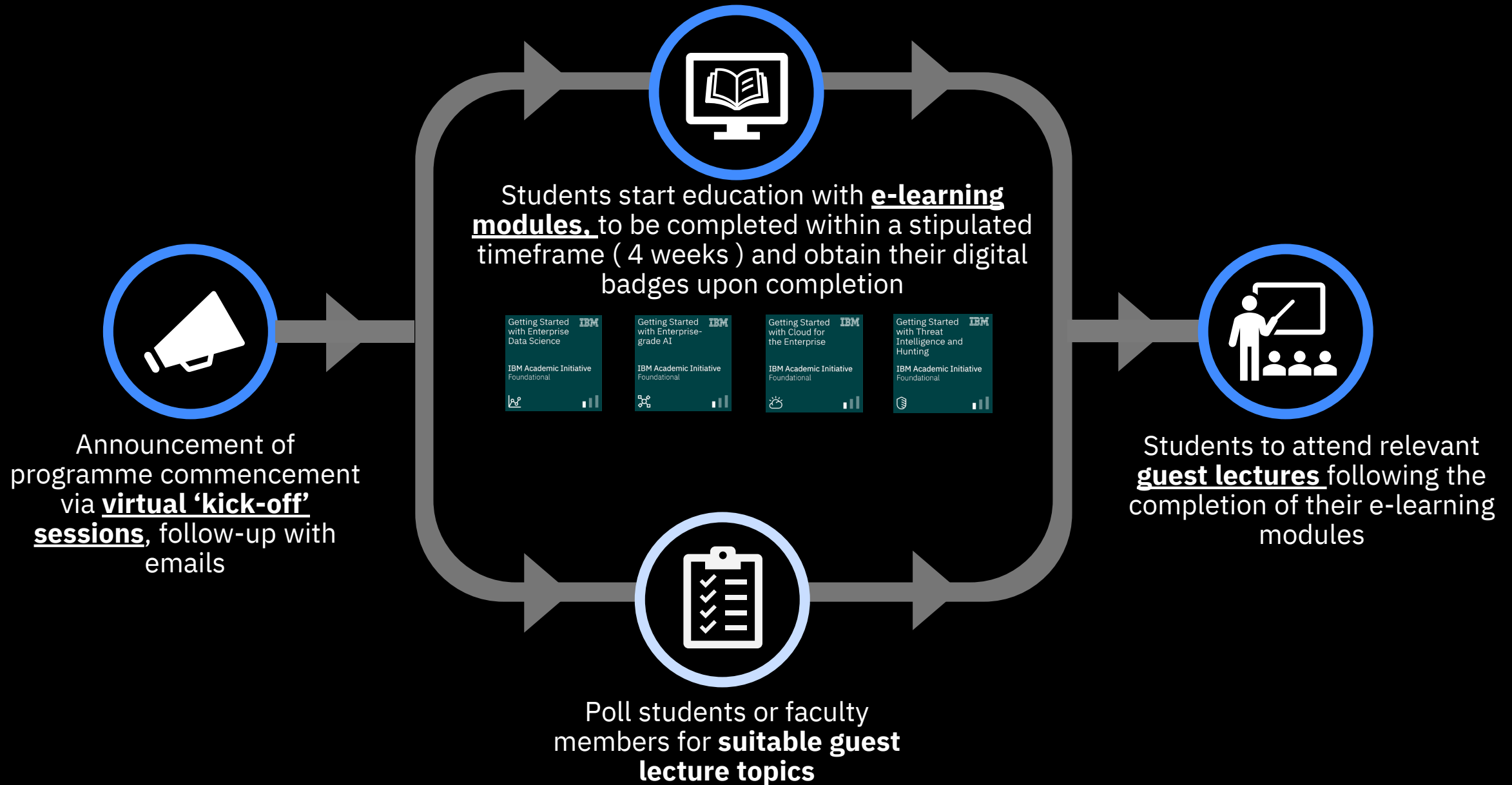


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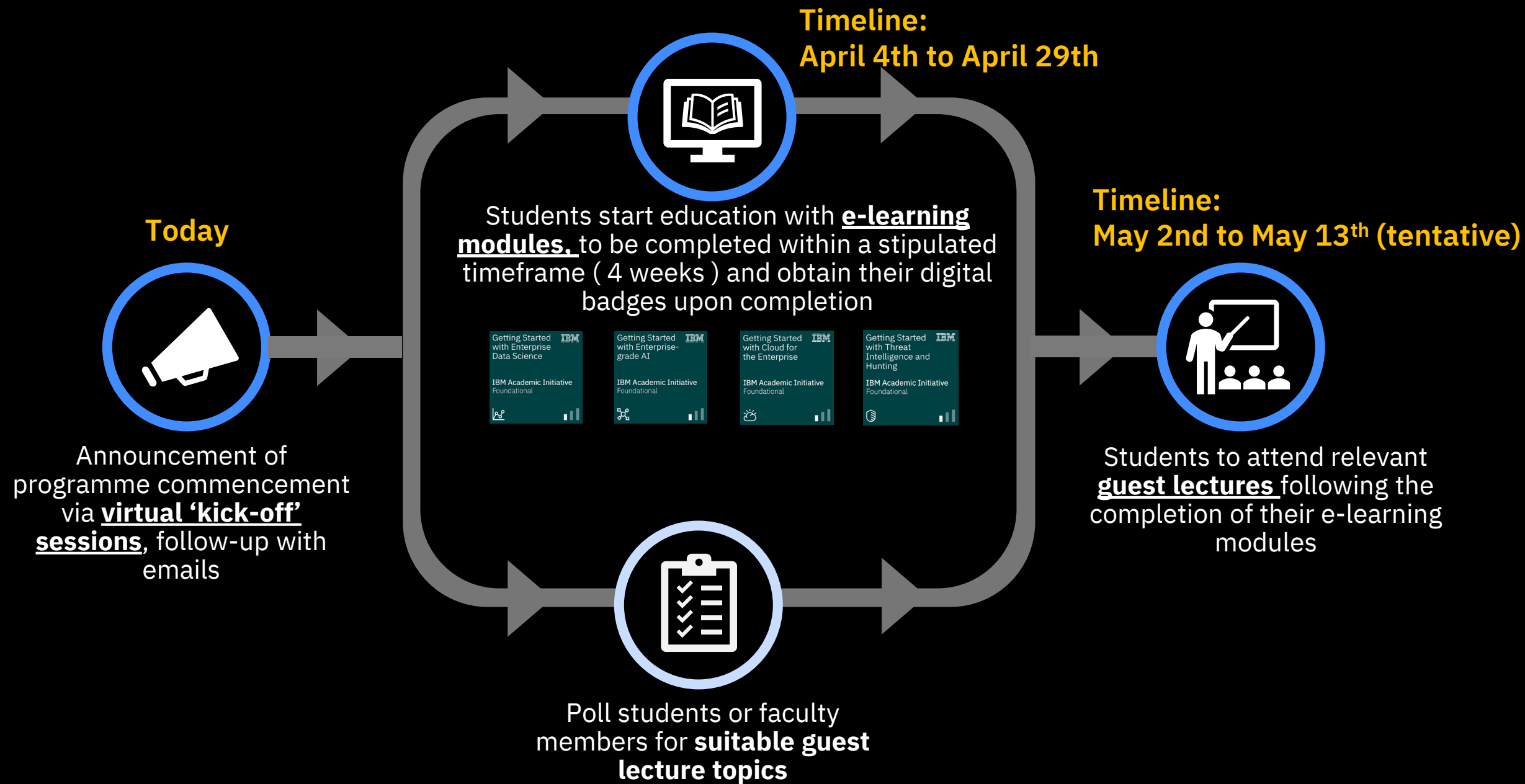


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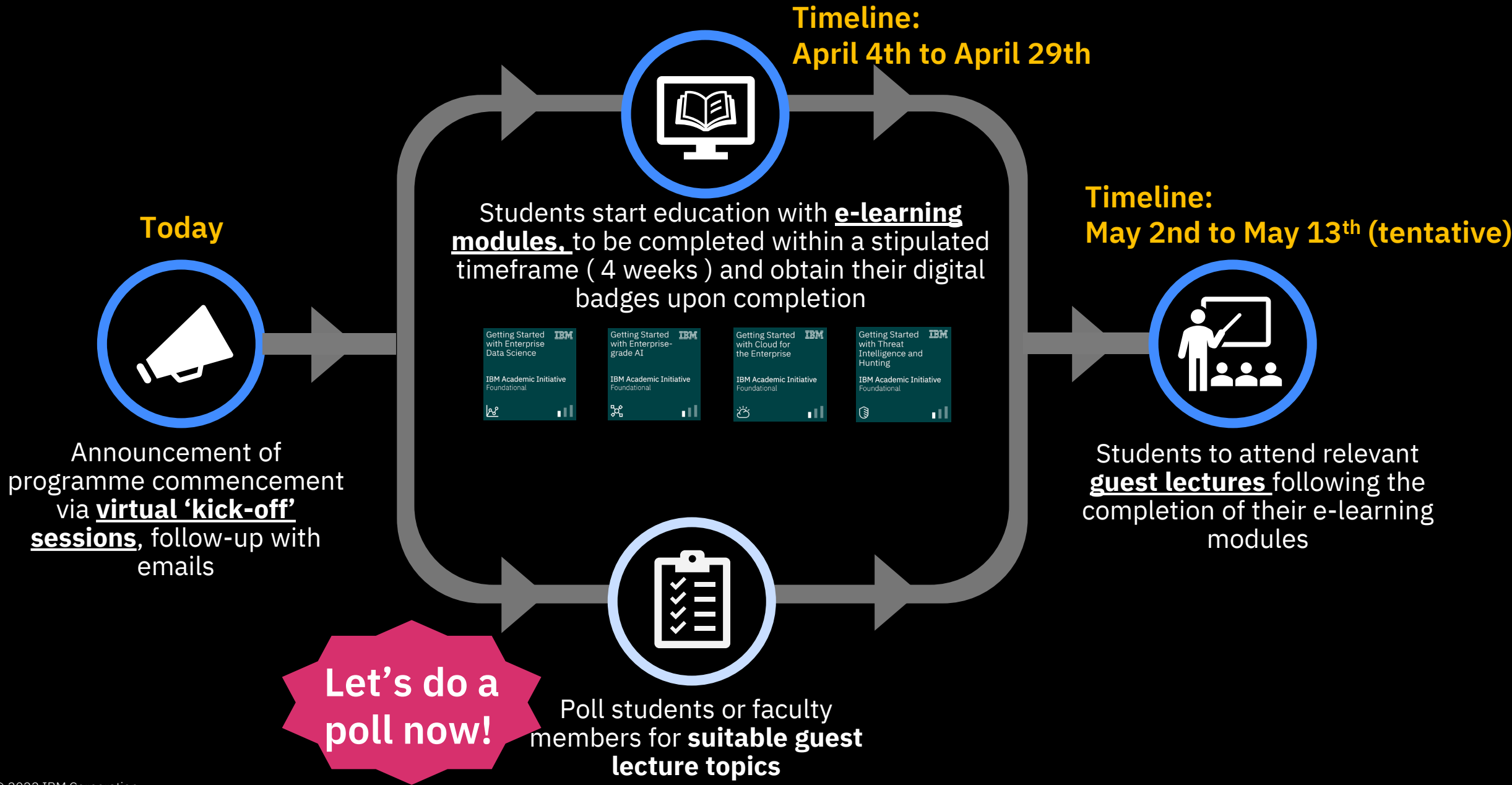
# Suggested Programmatic Approach



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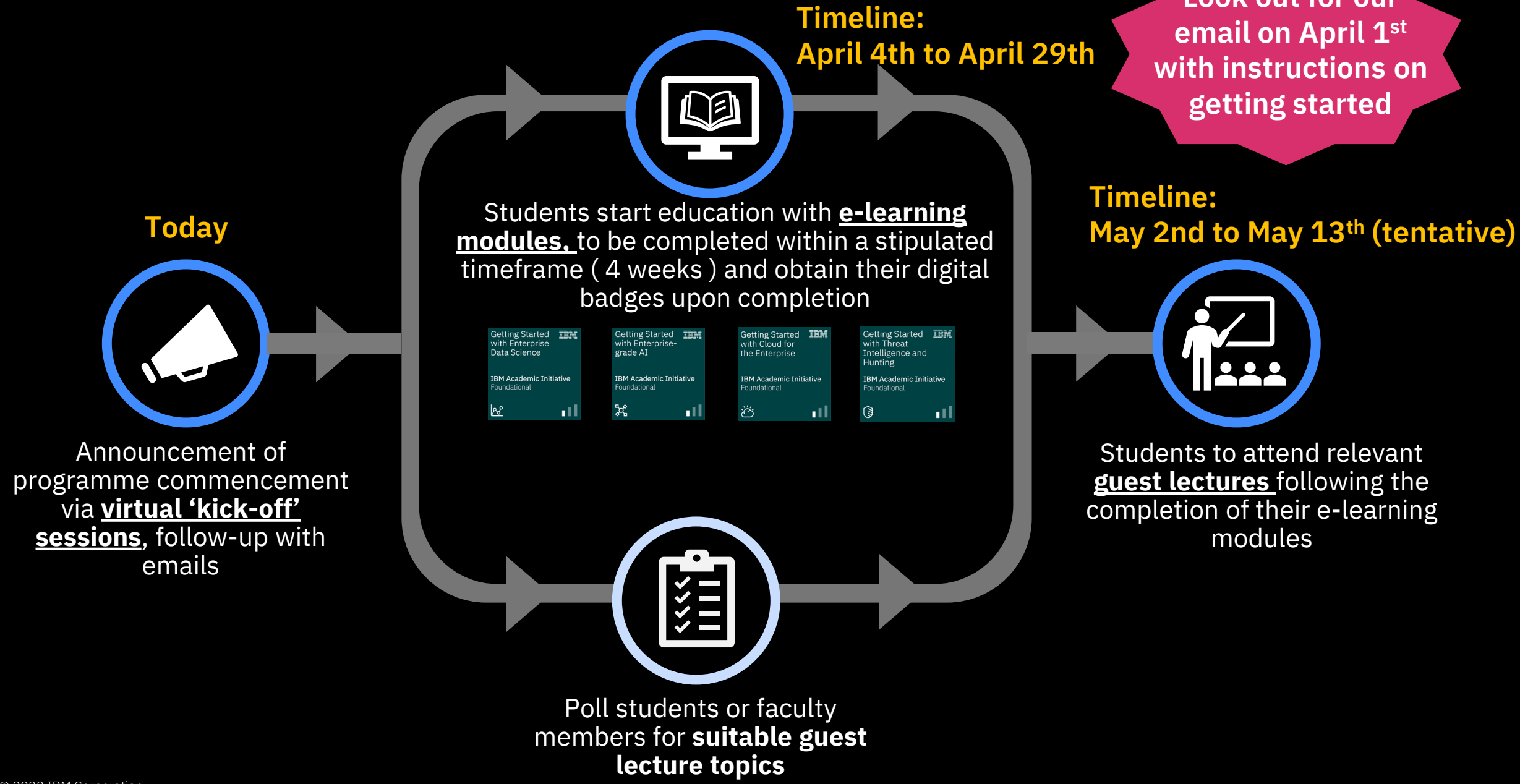


# Suggested Programmatic Approach





# Suggested Programmatic Approach



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