



Where will I  
start my  
career

A Guide to Embark  
on the Path of Your Choice in IT



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IBM Career Education Program



Steer your career with the

# Leaders

Why IBM?

## MILESTONES OF LEADERSHIP



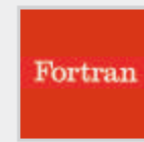
**1911**  
3 companies merge to form the Computing Tabulating Recording Company, christened CTR.



**1924**  
Thomas J Watson Sr. becomes the first business leader to consciously create a corporate culture around the motto "THINK" at the new IBM.



**1946**  
IBM pioneers the emergence of Computer Science as a subject with Columbia University offering one of the first academic-credit courses in computing.



**1957**  
John Backus, an IBM programmer develops the first high-level language, FORTRAN, giving mathematicians and scientists the ability to write and share programs.



**1960**  
Builds Sabre, the world's first online reservation system for airline tickets with American Airlines, paving the way for ATM machines and Internet commerce.



**1981**  
Makes computing accessible to every home with the IBM Personal Computer.



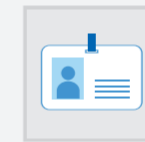
**1998**  
'Web-ifies' enterprise software with the WebSphere application server, driving online application development across multiple platforms



**2000**  
Powers open source innovation with a US \$1 billion investment in the Linux operating system.



**2003**  
Introduces the Service Science, Management and Engineering (SSME) curriculum to engage with academia in the shift to services.



**2011**  
Launches the new Career Education Program in India to enable university students to become industry-ready as they study.

Pioneering many innovations over a century of its existence, IBM has led many advances in fields as diverse as medicine, space travel, banking and social sciences.

Today, Information Technology is part of everything you do. From withdrawing money from an ATM, to paying bills online, staying in touch with friends and monitoring your health, IT is part of our everyday lives at work, play and everything in between.

With the largest enterprise business software suite in the world, IBM is the industry-standard for IT. To match the growing demand for IT professionals, our latest innovation heralds a unique approach to career education. One that will bridge the gap between your aspirations – as students and working professionals – and the demands of the market.

With a structured growth path and many unique roles to choose from, with IBM, you don't just qualify for a job. [You get certified for a career.](#)



Meeting  
the demands  
of a changing

# Industry

# 2,50,000

**NEW JOBS**  
added to the IT Sector

Source: NASSCOM-McKinsey Report

**500,000**

engineering  
students graduate  
every year but lack  
employment-ready  
skills for IT



Source: NASSCOM

**4 years**

spent on formal  
education does not  
cover new skill areas  
that are introduced  
every year



**4 to 6 months**

spent on average by the  
industry in training  
fresh hires



Source: NASSCOM India Leadership Forum 2010 (NILF)

At the IBM  
Career  
Education  
Program:

- Specialised project adopting the best practices set by IBM experts and followed by the industry
- The IBM brand name added to your portfolio



- Training in the fundamentals of IT and enterprise-class software



- Hands on practical training in specialised skills
- In-depth knowledge of IBM products and solutions



What you get:

**RIGHT EXPERIENCE:**  
Industry-recognised  
project approved by  
IBM and valid for  
academic submission



**RIGHT TRAINING:**  
IBM-certified  
professional  
certification



**RIGHT SKILLS:**  
Choose from a range  
of career growth paths



The Indian IT industry is poised to add about **2.5 lakh new jobs** in the current fiscal. However, the industry is posed with a few challenges: students lack relevant skills and practical hands-on experience, forcing corporates to retrain them once they are hired.

Leading academicians and industry experts believe that the key to gearing up today's students to be working professionals is to **empower university graduates, like yourself**, to meet the demands for skills in a dynamic and ever-changing situation.

The **IBM Career Education Program** helps you gain all the relevant skills, complete an IBM-certified project and make yourself adept with largely used IBM products, so you can equip yourself with the knowledge to serve some of the largest enterprise businesses. This program brings together the latest software content, real-world industry experience, hands-on lab courses and best practices, to a single unique education platform.

Why a separate course?



# The many faces of Technology

We recognise that IT is closely linked to the remarkable speed at which the world is changing. Computing is fast getting infused into things you'd least expect: cars, appliances, roadways, power grids, clothes, even agriculture and waterways. With it, the way IT is accessed and applied is changing too. IT is leading most businesses today and enterprises are looking to use it in ways that will help create new business models and service delivery mechanisms.

Clearly, IT is no longer about plain old programming. Whether you're inclined to analytics, management or pure software development, the possibilities have never been wider. Whatever stream you choose, a **clearly defined growth path** will steer your career in the right direction. **Upwards.**



	If you see yourself...	Then you can...	Start your career in IT as a...	How you can grow...
	Conceiving, designing and creating applications 	Engineer 	Software Engineer 	Senior Database Architect Technical Leader Solution Architect Chief Programmer Subject Matter Expert 
	Having a keen eye for detail, reviewing things and adding value to make them 	Check Quality 	Quality Analyst 	Quality Analyst Quality Assurance Leader VP - Quality Assurance 
	Coordinating and managing people, projects and juggling multiple stakeholders 	Manage Projects 	Project Manager 	Team Leader Project Manager Program Manager 

Is this for me?

# Align your skills with your interests

With newer fields and applications of IT emerging every year, the skills required to manage them are also growing. Most large enterprises today spend 4 to 6 months training fresh graduates in specialised skills to better suit their requirements. But the IBM Career Education Program puts you in control of your career. Depending on your interests and the kind of work you aspire to do, you can now develop relevant skills as you complete your education.

We spoke to some of the key decision-makers in India's leading enterprises today. With their inputs and data about industry trends, we identified the **top 8 skills** that are in demand in the Indian economy today. **Choose the area you want to start your career in:**



## IT Services

### Software Quality Management

**Best if:** You have an eye for detail and a patient, logical approach to testing  
**What you do:** Manage the quality of services and software applications  
**Work as:** IBM-certified Solution Designer (Functional or Performance Testing)



### IT Services Management

**Best if:** You like to talk to people and consult them in solving their problems  
**What you do:** Advise and execute to ensure consistent uptime and running of IT services  
**Start as:** IBM-certified Deployment Professional (Tivoli)



## Applications

### Application Development in Java and J2EE

**Best if:** You have strong analytical and problem-solving skills  
**What you do:** Build, test and launch customised applications to address business needs  
**Start as:** IBM Certified Advanced Application Developer (Rational or WebSphere)



### Application Development for Embedded Systems

**Best if:** You have high analytical and problem-solving skills  
**What you do:** Build, test and launch applications for devices like smart phones, GPS devices etc.  
**Work as:** Software Engineer trained in Rational Rhapsody (Java / C++)



## Business Services

### Business Analysis

**Best if:** You have proficiency for understanding business and operations with strong planning and analytical skills  
**What you do:** Discuss and analyse business problems with stakeholders and design the best possible solutions  
**Work as:** Business Analyst in IBM Rational RequisitePro



### Information Management

**Best if:** You can multi-task and strong analytical and writing skills  
**What you do:** Manage databases of records and business intelligence data to make them easier to access  
**Work as:** IBM Certified Software Engineer or Architect (in DB2 DBA or IBM Cognos and BI Data Warehouse Developer)



### Social Software - IBM Lotus Connections

**Best if:** You are a keen observer of human habits and insights  
**What you do:** Make applications for social media and interactions  
**Work as:** IBM-certified Solution Designer with IBM Lotus Connections



Which Stream should I Choose?



# Putting theory to practice

Lack of project exposure is one of the biggest challenges faced by IT companies while recruiting new hires. To bridge this gap, the IBM Career Education Program gives you an opportunity in experiential learning through IBM-certified projects, designed to equip you with a blend of IT skills, knowledge and industry best practices.

Designed by IBM experts with experience in enterprise software development, this will give you the added advantage of developing a industry-standard project.



STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
<b>TRAINING IN PRE-REQUISITES</b>	<b>PROJECT KICK-OFF</b>	<b>ORIENTATION</b>	<b>PROJECT ALLOTMENT</b>	<b>PROJECT DEVELOPMENT</b>	<b>ARTIFACT SUBMISSION</b>
50 hours		40 hours		80 hours	
Learn programming languages like Java, J2EE, C++  Fundamentals in Database Management and SDLC	Introduction to methodology, project report template and artifacts to be submitted	IBM tools and technologies used in the projects	Team formation, SRS document assignment, mentor allocation	Working with an assigned mentor towards developing the relevant project	Final project report submission and evaluation by an IBM expert

Can I do a project with IBM?



Take the first steps to  
**Career**  
building

Choosing your profile and the skills you would like to build is step one. Next, pick from a variety of careers. With the IBM Career Education Program, explore the different paths that you can take. And you don't have to wait for your first job. Begin training in your second year, build specialised skills, create industry-recognised projects and so much more, over the course of three years.

**Take the first steps to getting career-ready today.**

**IBM**



Where do I begin?







