PONDICHERRY UNIVERSITY
(A Central University)
School Of Management
Department Of Management Studies

A three-day Management Development Programme on Business Analytics
(Descriptive, Predictive & Prescriptive Analytics)

Date: 15th to 17th of September, 2017

Venue: Lecture Hall Complex, School of Management, Pondicherry University.

About Pondicherry University

A Central University, established through an Act of Parliament in 1985. The campus is covered over 780 acres of land with lush green tropical vegetation and its entire campus in Wi-Fi enabled. It has about 5000 students representing 33 states of the country and abroad and over 450 highly qualified faculty from across the country. It has the state of the art library with remote access to over 31000 digital information resource through a dedicated library portal. Pondicherry University was the first university to adopt the CBCS and semester system which easily facilitates the mobility of the students with credit transfer both in India and abroad. The university in growing with a cardinal principle of expansion with excellence and equity remains connected globally. More than 27 MOUs have been signed with National Institutions and International Universities for exchange of faculty and students.

About the Department of Management Studies

The Department of Management Studies (DMS) bears the sole pride of establishing the first management programme in Pondicherry. Since its inception in 1986 it has been catering to the needs of aspiring management and research students with highly competent team of faculty members. The department has published many research articles in leading national and international journals.

DMS serves as a boom to the ardent students who have the striving thrust to learn and practice management. Also the lush green environment in the university provides pleasant ambience for the students to relish every moment of the learning experience. DMS functions as university department with unique importance. The department has been rated high by rating agencies such as NAAC, Star News, Indian Express, CSR-GHRD etc.

About the Programme

Business Analytics and big data analytics have gained immense popularity over the past two decades among both the academic and business fraternities. Numerous studies have exposed the point. For instance, the IBM Tech Trends Report, based on a survey covering over 4,000 management professionals of 25 industries spread over 93 countries, has recognised business analytics as one among the most important technology-driven trends in management. Reiterating the importance of business analytics, Bloomberg Business week survey revealed that almost 97% of companies managing revenue exceeding 100 million $ were using business analytics in some form or other.

Business analytics also offers immense career prospects with a study by McKinsey Global Institute envisaging that by 2018, the US alone will confront a dearth of 140,000 to 190,000 professionals in business analytics and a further shortfall of 1.5 million data-savvy managers with skills to analyse data for effecting decisions.

Recognising the importance of imparting quality training on business analytics to management professionals, the Department of Management Studies has proposed to conduct a three-day Management Development Programme on Business Analytics.

What would Participants Gain from the Programme?

The course is designed to provide hands on experience in BIA tools and techniques that can be used for data driven decision-making using real case studies.

Primary objectives of the course are:

- Learn visual analytics and storytelling through data.
- Analyse data using statistical techniques to understand and predict the relationships among variables.
- Apply operations research techniques to analyse complex problems under uncertainty and risk.
- Analyse and solve problems from different industries such as food, agriculture, manufacturing, service, retail, banking, healthcare, sports etc.,
- Hands on experience with software such as Tableau Public, R and Excel Solver software.

Who can Attend the Programme?

Middle level executives/ management professionals/ Business Analysts aspiring to acquire skills in Business Analytics and post-graduates or young professionals, academician and researchers aspirant of a career in business intelligence and analytics can attend the programme and derive maximum utility from it.

Registration Fees

Registration Fees for the workshop is Rs.5,000 (Rupees Five Thousand Only). The Registration fees should be transferred using Net Banking to the following account:

Account Name: DMS Workshop 2017, **Account No.:** 6329345101
Bank: Indian Bank, Pondicherry University Branch
IFSC: IDIB000P152, MICR Code: 605019011, Branch code: 00P152
Most Important: <u>**Online payment must be made only through IMPS Payment Mode.**</u>

Note to the participants

- Participants must bring their own laptops and mouse.
- Every participant shall be given workshop kit, soft copy of the workshop materials, lunch and refreshments for all the three days as complement.
- No TA/DA will be provided.
- Fees paid will not be refunded under any circumstance.
- Only 60 participants will be selected on first come first serve basis.
- Aspirants are required to apply in the prescribed format to the given e-Mail id and wait for the provisional registration. Upon the receipt of provisional registration, registration fee has to be transferred to the aforesaid bank account through online transfer. Final registration will be intimated on confirmation of the fee payment.
- Participants should make their own arrangements for staying, breakfast and dinner. On prior request and additional payment, accommodation may be arranged on first come first serve basis, subject to availability of rooms in the university guest house.

Topics to be Covered

- Descriptive analysis using Tableau, Data Preparation, Pivoting and Charts, Dash board and Story board
- Introduction to R, Descriptive analysis Using R console
- Text analytics using R, Web analytics, Social media analytics
- Pivot table using excel, Monte Carlo simulation, Neural networks
- SAS Installation procedure, introduction to SAS Environment, data preparation, descriptive analysis using SAS, Predictive analysis basics.

Pedagogy

The program will be a mix of theory lecture (10%), introduction of case studies (10%) and hands on training experience (60%) on relevant software and result discussions (20%) for managerial decision making.

Course Highlights

- Focus on hand on experience using leading software for Business Intelligence and Analytics Real time case study and data set
- Global benchmarked education material and industry relevant examples
- Certificate of Participation from Department of Management Studies, Pondicherry University

Resource Persons

- Dr. R. Kasilingam, Associate Professor, Dept. of Management Studies, Pondicherry University.
- Dr. R. Venkatesakumar, Associate Professor, Dept. of Management Studies, Pondicherry University.
- Dr. G. Ramasundaram, Associate Professor, St.Joseph's College of Engineering, Chennai.
- Dr. C.Ganeshkumar, Assistant Professor, Indian Institute of Plantation Management, Bangalore.

Patron

Prof. Anisa B. Khan, Vice Chancellor – Officiating, Pondicherry University

Chairman

Dr. G. Anjaneyaswamy, Professor &Dean, School of Management, Pondicherry University

Convener

Dr. R. Chitra Sivasubramanian, Professor &Head, Dept. of Management Studies, Pondicherry University

Advisory Committee

Dr. R. Panneerselvam, Professor	Dr. Uma Chandrasekaran, Associate Professor
Dr. R.P. Raya, Professor	Dr. R. Venkatesakumar, Associate Professor
Dr. S. Hariharan, Professor	Dr. L. Mothilal, Asst. Professor
Dr. T. Nambirajan, Professor	Dr. S. Riasudeen, Asst. Professor
Dr. B. Charumathi, Professor	Dr. B. Rajeswari, Asst. Professor
Dr. S. Victor Anandkumar, Professor	Dr. K. Lavanya Latha, Asst. Professor

Coordinators

- Dr. R. Kasilingam, Associate Professor, Dept. of Management Studies, School of Management, Pondicherry University, Puducherry-605014. Mobile: 9840179939, 8072208493.
- Dr. G. Madan Mohan, Assistant Professor, Dept. of Management Studies, School of Management, Pondicherry University, Puducherry-605014. Mobile: 9442314404.

For further details kindly contact the coordinators at dmsdamworkshop@gmail.com

APPLICATION FOR PROVISIONAL REGISTRATION

PONDICHERRY UNIVERSITY
(A CENTRAL UNIVERSITY)
SCHOOL OF MANAGEMENT
DEPARTMENT OF MANAGEMENT STUDIES

A Three-Day Management Development Programme on Business Analytics
(*Descriptive*, *Predictive* and *Prescriptive Analytics*)
Date: 15th to 17th of September, 2017
Venue: Lecture Hall Complex, School of Management, Pondicherry University.

1. Name:

2. Gender:

3. Designation:

4. Organization:

5. Address:

6. E-Mail:

7. Mobile:

8. Accommodation Needed:

Candidate's Signature.