



Pondicherry University
(A Central University)
Karaikal Campus

Three Day National Workshop
on
Business Research & Analytics
(NWOBRA 2017)
14th – 16th July 2017



Organized by
DEPARTMENT OF COMMERCE
School of Management
PONDICHERRY UNIVERSITY
Karaikal Campus, Karaikal – 609605
U.T. of Puducherry, India.

Pondicherry University

Pondicherry University is a Central University established by an Act of Parliament in October 1985. It is an affiliating University with a jurisdiction spread over the Union Territory of Puducherry, Lakshwadeep and Andaman and Nicobar Islands. The University's objectives are to disseminate and advance knowledge by offering teaching and research facilities, to make provisions for studies in French and integrated courses in Humanities and the Sciences, and to promote inter-disciplinary studies and research. The University's motto is 'Vers la lumière' meaning 'Towards the Light'. The University also has campuses at Karaikal and Port Blair which are currently offering Post Graduate and Doctoral programmes.

Karaikal Campus

The Karaikal Campus of Pondicherry University was formally inaugurated on 12th October, 2007 to cater to the local demands of the Karaikal region, as Karaikal is poised to become a trade centre with major port. This campus has three Departments; Commerce, Computer Science and Management. Post graduate programmes; M.Com (Business Finance), MCA, MSc Computer Science & MBA (Insurance Management) and Ph.D in the above disciplines are offered in the campus. The campus has modernized infrastructure with well equipped Library, Centralized Computer Lab with Internet facility and so on.

Department of Commerce

The Department of Commerce, Karaikal Campus, Pondicherry University was established in the year 2007-08 at Karaikal involving in Teaching, Research and Extension Activities to cater to the local demands of the Karaikal region as Karaikal is poised to become a trade centre with a port. However, it attracts students from different parts of India including Tamil Nadu, Kerala, Andhra Pradesh, Odisha, North Eastern States and the like. The Department offers Master of Commerce in Business Finance and Doctor of Philosophy in Commerce (Full Time and Part time). The mission of the Department is, Catering to the needs of Corporate and Public services, by inculcating conceptual and practical knowledge in the area of commerce and to undertake research activities with social relevance, independent projects and consultancy services.

Workshop

The effective business decision needs an in-depth analysis of business data generated by each business unit, industry and economy as a whole. In the present scenario, quantitative analysis of business data is getting prominence among the analysts, professionals and researchers. This workshop will empower the participants in data analytics with sophisticated software for making effective business decisions. And this workshop is also structured to provide hands on experience of analyzing business data to the participants.

Resource Persons

Business Research & Analytical Tools

Dr. S.A. Senthil Kumar

Head, Department of Management
Pondicherry University, Karaikal Campus

Business Data Analytics (Uni & Bivariate)

Dr. S. Amilan

Professor & Head, Department of Commerce
Pondicherry University, Karaikal Campus

Business Data Analytics (Multivariate)

Dr. V. Arulmurugan

Assistant Professor, Department of Commerce
Pondicherry University, Karaikal Campus

Target Participants

Research Scholars, Academicians, Business Analysts & Industry Professionals.

Registration & Workshop Fee

Interested participants may register by sending the filled in registration form on or before **12th July, 2017** along with the registration fee of Rs.500 in the form of DD in favour of **Coordinator, NWOBRA 2017** payable at **Indian Bank, Karaikal**. The number of participants is limited to fifty members. The selected participants will be intimated through email. The Fee covers workshop kit, participant certificate and refreshments with working lunch.

Accommodation

Limited accommodation facility is available in the University guest house and can be availed on prior request as per the existing guest house tariff.

ADVISORY PANEL

Chief Patron

Prof. (Mrs.) Anisa Basheer Khan

Vice Chancellor (Officiating)
Pondicherry University

Patron

Dr. M. Ramachandran

Registrar (i/c)
Pondicherry University

Co-Patron

Dr. G. Anjaneyaswamy

Dean, School of Management
Pondicherry University

ORGANISING COMMITTEE

Convenor

Dr. S. Amilan

Centre Head, Karaikal Campus &
Head, Department of Commerce
Pondicherry University, Karaikal Campus

Coordinator

Dr. V. Arulmurugan

Assistant Professor

Member

Dr. G. Naresh

Assistant Professor

Application may be sent to

Dr. V. Arulmurugan

Assistant Professor & Coordinator
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Mobile:9443069733



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Registration Form

Name:

Designation:

Address:

E-mail:

Mobile:

Fee Details:

Amount : Rs. 500/-

DD. No. :

Bank :

Date :

Signature