



Indira School of
Business Studies,
Pune



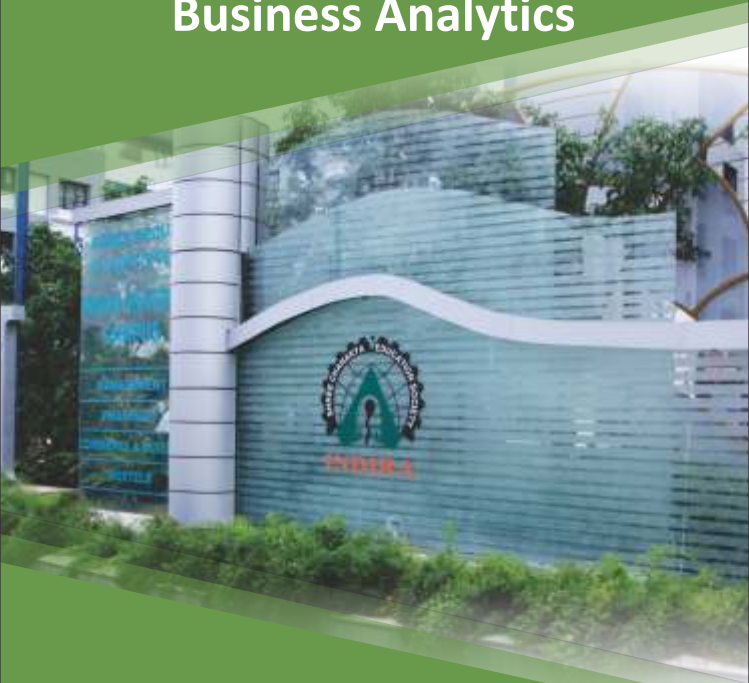
All India Council for
Technical Education,
New Delhi

ORGANIZES
AICTE SPONSORED

Online Short Term Training Programme (NATIONAL LEVEL)

02nd-07th November 2020

On
Business Analytics



OUR PATRONS

Dr. Tarita Shankar
Chairperson,
Indira Group of Institutes

Prof. Chetan Wakalkar
Group Director,
Indira Group of Institutes

Dr. Renu Bhargava
Director,
Indira School of Business Studies

INTRODUCTION TO SHORT TERM TRAINING PROGRAM (STTP)

Analytics has come into the foreground primarily in last decade. The proliferation of the internet and information technology has made analytics very relevant in the current age. Analytics is a field which combines data, information technology, statistical analysis, quantitative methods and computer-based models into one. All these are combined to provide decision makers all the possible scenarios to make a well thought and researched decision. The computer-based model ensures that decision makers are able to see performance of decision under various scenarios.

Business Analytics helps organisations maximise the value of their data, unearth insights, build plans and respond in real-time to customer demand, and therefore make sound commercial decisions. Business analytics has a wide range of application and usages. It can be used for descriptive, prescriptive or predictive analysis.

The need for practitioners with expertise in this domain is expanding tremendously, and most universities are offering courses and specialization in this area, particularly in management, commerce, and engineering field.

Indira School of Business Studies in collaboration with AICTE, as a sponsoring partner, is pleased to offer a six-day Short Term Training Programme (STTP) in Business Analytics. This program will enhance the working knowledge of academicians and corporate managers, and help them grasp business analytics concepts using tools such as Excel and R. The STTP will also provide with a platform for learning R language. The added perspective for participants to engage and share their knowledge and learning with each other will further enhance the nuances of business analytics.

The distinctive feature of the STTP is the use of practical case studies to explain the application and implementation of theory in practice.

ABOUT THE INSTITUTE

The Shree Chanakya Education Society (SCES) was established in February 1994, under the visionary leadership of Dr. Tarita Shankar, with the aim of providing top quality post-graduate education in the field of Business Management, International Business and Information Technology. Since inception, the Institutes managed by SCES, have maintained high academic standards and have successfully provided trained manpower to the industrial and services sector of the country. With a modest strength of 60 students pursuing a single course, SCES has grown steadily and today boasts of 14 Institutes, having more than 12000 students from all over India pursuing multi-disciplinary, graduate & post-graduate programs. Our objective of providing 'Management education in a corporate environment', has been possible due to the sincere and dedicated efforts of the members of SCES, who have invaluable experience in varied areas like academics, industry, service and social-work.

Indira School of Business Studies (ISBS) is one of the pioneer institute under SCES. It has established its presence in Pune as a premier B- School, offering MBA course affiliated to University of Pune and PGDM course approved by AICTE, New Delhi. Our MBA course is accredited by NBA, New Delhi. Our institute also featured in top 100 management institutes in India in NIRF ranking published by Ministry of HRD, New Delhi in 2018-19. The institute was established to meet the growing needs of business sector with the explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities of the students.

PROGRAM CONTENTS:

METHODOLOGY

The program will be conducted using practical case studies in the field of business and management.

CONTENTS OF THE PROGRAM

1. Introduction to Business Analytics (BA)
2. Introduction to R programming
3. Introduction to Descriptive Analytics
4. Data Visualisation Tools
5. Statistics for Business Analytics using R
6. Advanced statistics for Business Analytics with R
7. Hypothesis Testing
8. Predictive Analytics with R
9. Prescriptive Analytics with R
10. Social, Web and Text Analytics

INTENDED PARTICIPANTS

1. Faculty members who teach and those aspiring to teach Business Analytics.
2. Faculty members of management, engineering and technology institutes in India.
3. Research scholars who are planning to do research in the area of Business Analytics.
4. Corporate professionals.

RESOURCE PERSONS

Resource person are renowned persons from top management institutes in India like IIM, IIT, etc.

REGISTRATION DETAILS

1. No registration fees.
2. E-certificates will be provided at the end of STTP, after submission of feedback.
3. The batch size is 50 and registration is on first come first basis. The online registration form should be duly filled. In case of subsequent withdrawal or cancellation of registration, no certificate will be provided.

REGISTRATION LINK

Please click the following link for online registration and submit your details.

https://docs.google.com/forms/d/e/1FAIpQLSe1dyKnGXpsAjRQL7fV4pFfvGd_9fxHBoPMIjN9l1RW8DgxZQ/viewform

IMPORTANT INSTRUCTIONS

1. STTP sessions timing has been categorized in two segment :
1st Session: 10 : 00 AM - 12 : 00 PM
2nd Session: 02 : 00 PM - 04 : 00 PM
(Note : The timings may change subject to the availability of speakers)
2. The certificate will be issued to those participants, who will attend 75% of STTP and successfully complete evaluation (quiz) with 50% marks at the end of the STTP.
3. There is only "online" mode of registration via 'google form'.

PROGRAM CONVENOR

Dr. Renu Bhargava

Director, ISBS

Dr. Komal Singh

Dy. Director, ISBS

Prof. Manmohan Vyas

Dean, ISBS

PROGRAM COORDINATOR

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Indira School of Business Studies

Schedule for STTP

(02 November 2020 - 07 November 2020)

Date	Topic	Timing	Resource Person
02/11/2020	Introduction and STTP Overview	9.15 AM- 9.20 AM	Dr. Yogesh Mahajan, STTP Coordinator
	Welcome Address	9.20 AM- 9.30 AM	Dr. Renu Bhargava, Director, ISBS, Pune
	Introduction to Business Analytics	9.30 AM- 11.30 AM	Dr. Nitin Upadhyay Associate Professor, IIM, Jammu
	Introduction to R Programming	02:00 PM- 04:00 PM	Dr. Bharti Motwani, Professor, CMS Business School, Bangalore
03/11/2020	Introduction to Descriptive Analytics.	10:00 AM- 12:00 N	Mr. Ragesh T S, Assistant Professor, Welingkar Business School, Bangalore
	Data Visualisation Tools	02:00 PM- 04:00 PM	Dr. Bharti Motwani, Professor, CMS Business School, Bangalore
04/11/2020	Hypothesis Testing Concepts for B.A.	10:00 AM- 12:00 N	Dr. Indrajit Mukherjee, Professor, IIT, Mumbai
	Statistics With R	02:00 PM- 04:00 PM	Dr. Indrajit Mukherjee, Professor, IIT, Mumbai
05/11/2020	Advanced Statistics With R	10:00 AM- 12:00 N	Dr. Indrajit Mukherjee, Professor, IIT, Mumbai
	Advanced Statistics With R	02:00 PM- 04:00 PM	Dr. Indrajit Mukherjee, Professor, IIT, Mumbai
06/11/2020	Predictive Analytics	10:00 AM- 12:00 N	Dr. Alekh Gour, Assistant Professor, GIM, Panaji
	Prescriptive Analytics	02:00 PM- 04:00 PM	Dr. Alekh Gour, Assistant Professor, GIM, Panaji
07/11/2020	Prescriptive Analytics	10:00 AM- 12:00 N	Dr. Alekh Gour, Assistant Professor, GIM, Panaji
	Social, Web and Text Analytics	02:00 PM- 04:00 PM	Dr. Purva Grover, Assistant Professor, IIM, Amritsar
	Vote of Thanks	04:00 PM- 04:10 PM	Prof. Manmohan Vyas