



*Analytics  
Society of India*

&



**JAIN UNIVERSITY**

Declared as Deemed-to-be university u/s 3 of the UGC Act.1956

## Faculty Development Program

on

## Business Analytics

Date: 2<sup>nd</sup> & 3<sup>rd</sup> March, 2017

A word cloud on a dark background featuring various terms related to business analytics. The most prominent word is 'Analytics' in large blue letters. Other words include 'Predictive', 'Descriptive', 'Intelligence', 'Neural Networks', 'Visualization', 'Hadoop', 'Regression', 'Unstructured', 'Optimization', 'Bigdata', 'Machine Learning', and 'SPSS'. The words are arranged in a circular pattern around the central 'Analytics' word.

**Venue: Jain University**

Jayanagar 9<sup>th</sup> Block, Bangalore – 560 069

**Landmark:** Near Bangalore Central & Big Bazaar

For registration e-mail your request to [connect@analyticsindia.org](mailto:connect@analyticsindia.org)

Limited Seats. Registrations on first-come-first-serve basis

**Analytics Society of India,**

C/o DCAL, Indian Institute of Management Bangalore

Bannerghatta Road, Bangalore – 560076

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## About the FDP

Business Analytics and Big Data has become one of the main functional areas in most companies. Today, there is an increased demand for professionals with awareness of BA. Many universities across the country have introduced Business Analytics as a subject in UG & PG curriculum especially in management and engineering disciplines.

This FDP will introduce the academic community to “**case studies**” based on Indian companies where various Business Analytics tools and techniques have been used for fact-based decision making. The FDP will also provide a platform for faculty members and researchers to interact and share their understanding of analytics domain.

The distinctive feature of this FDP is in its pedagogy, the use of case studies to understand how theory is being put to practice by the corporate community. Teaching BA with case studies will help you actively engage your students and also make you understand applications of various statistical and operations research techniques.

## Intended Participants

1. Faculty who teach and those aspiring to teach Business Analytics.
2. Doctoral students who are planning to do dissertation in the area of Business Analytics.
3. Researchers and working professionals.

*Note: Limited seats are available for working professionals*

## Essentials for Participants

- Knowledge of basic statistics; probability; distributions; and hypothesis testing; etc.
- Working knowledge of MS Excel
- Laptop and charger; Pen drive

## Program Objectives

Analyse and solve BA problems from different industries such as manufacturing, service, retail, software, banking and finance, sports, pharmaceutical, aerospace, etc.

Hands on experience with software such as SPSS, R, MS Excel and other proprietary software

## Program Contents

1. Understand descriptive, predictive and prescriptive analytics and its application in creating solutions and technologies
2. Introduction to Machine Learning: Supervised Learning, Random Forest, Boosting, etc.
3. Business applications and analytics through R and Rattle

CHIEF PATRONS	PATRONS
Dr. Chenraj Roychand, President, JU	Dr. U Dinesh Kumar, President, ASI
Dr. C.G. Krishnadas Nair, Chancellor, JU	Dr. Easwaran Iyer, Director & Dean, JU
Dr. N. Sundararajan, Vice Chancellor, JU	
Prof. N. V. H. Krishnan, Registrar, JU	



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## **Analytics Society of India (ASI)**

Analytics Society of India is the first and largest body of analytics professionals and organisations in India. It is a national level not-for-profit organization. The society has been founded by eminent personalities from Indian Institute of Science, Bangalore (IISc) and Indian Institute of Management, Bangalore (IIMB) with an objective of promoting and propagating knowledge in the area of analytics. Various blue-chip corporate organisations, educational institutions and individuals from across the country are members of this society. ASI provides a platform for organisations and people to come together to share their knowledge, resources and address their challenges in the field of analytics. It promotes research and application in this domain. ASI regularly organizes workshops, seminars, conferences, and technical talks for the benefit of professionals in analytics domain.



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## **Jain Group of Institutions (JGI)**

JGI is headquartered at Bangalore, India. JGI is home to over 45,000 students from 25 countries and 4500 faculty and staff members engaged at the P – 12, undergraduate, postgraduate and doctoral levels across 64 campuses and centres of excellence. Jain College, the flagship institution of JGI was declared Deemed-to-be-University in 2009 and is now Jain University. Jain University plays a pioneering role in the education sector in offering students unique and innovative programmes. It is a place for highly ambitious students and professionals who want to excel in career and become hard-core experts in their area of interest.

## **Program Mentor**

**Prof. Dinesh Kumar**

Prof. Kumar is the Chairperson of Decision Sciences and Information Systems Area and also the Chairperson of Executive Post Graduate Programme in Management at Indian Institute of Management, Bangalore (IIMB). He has been recognized as one of the Top 10 most prominent analytics academicians in India for his extensive research in big data analysis by Analytics India Magazine. The magazine chose Professor Kumar for spearheading the analytics education industry in India. Professor Kumar regularly conducts corporate training programme in Analytics and has trained more than 1600 professionals in the field of analytics in the last 9 years. He is also the chairperson of Data Centre and Analytics Lab (DCAL) at IIMB.

# Faculty Development Program on Business Analytics

## REGISTRATION FORM

FDP - 2<sup>nd</sup> & 3<sup>rd</sup> March, 2017

Institution : \_\_\_\_\_

\_\_\_\_\_

Communication Address : \_\_\_\_\_

\_\_\_\_\_

Name(s) of Participants : 1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

E-mail id : \_\_\_\_\_

Mobile No. : \_\_\_\_\_

Total Amount Paid : INR (₹) : \_\_\_\_\_

Mode of Payment : NEFT  DD  Cheque

Bank Transaction No. / DD No. / Cheque No : \_\_\_\_\_

### **Bank Account details of ASI**

Account Holder's Name : Analytics Society of India

Bank Name : State Bank of Mysore

Current Account Number : 64131937991

IFSC code : SBMY0040803

### **Registration Fee and Terms & Conditions:**

- 1) Faculty & Researchers – INR (₹) 4,000; Working Professionals – INR (₹) 10,000  
(Existing ASI members and JU faculty are entitled for a discount of INR (₹) 1,000)
- 2) Last date for registration and payment is 24<sup>th</sup> February, 2017
- 3) Refunds for cancellations received before 25<sup>th</sup> February, 2017 will be processed after deducting INR (₹) 1,000
- 4) Fee includes training material, lunch & refreshments for 2 days
- 5) Participation certificate will be issued to only those who attend on both the days
- 6) ASI reserves the right to alter or modify the t&c at its sole discretion