



NATIONAL LEVEL *MANAGEMENT DEVELOPMENT PROGRAM* on

***“Business Analytics with R and Python”***

July 21, 22 & 23, 2017



**Venue:**

Jain University  
JGI Knowledge Campus  
#44/4, District Fund Road  
Behind Big Bazaar,  
9<sup>th</sup> Block Jayanagar  
Bangalore – 560 069

[www.jainuniversity.ac.in](http://www.jainuniversity.ac.in)

Email: [mdpju2017@gmail.com](mailto:mdpju2017@gmail.com)



Industry Partner: iNurture Education Solutions Pvt. Ltd.

## **JAIN UNIVERSITY:**

Jain University was declared a deemed-to-be University in 2009 u/s 3 of the UGC Act, 1956. It is a member of The Jain Group of Institutions (JGI), with more than two decades of experience in the field of education. Jain University offers UG, PG and Research Programs in the disciplines of Engineering, Humanities, Sciences, Social Sciences, Commerce and Management with a vision of “*Nation-building through Excellence in Quality Education, Research and Entrepreneurial Development*”.

It boasts of academic, research and corporate collaborations with various international and national organizations of excellence. With extensive infrastructure and faculty members of the highest caliber, the University emphasizes on quality education coupled with value added programs, co-curricular and extra-curricular activities.

## **ABOUT INURTURE EDUCATION SOLUTIONS PVT. LTD.**

Established in the year 2009, iNurture is a pioneer in career-ready formal higher education in India. iNurture delivers industry relevant, full-time courses at the Undergraduate and Postgraduate levels in the fast-growing sectors of economy, in active association with reputed Universities and Autonomous Institutions and Colleges. iNurture operates through a unique collaborative University-Industry Partnership (UIP) model, ensuring qualifying degrees along with cutting-edge knowledge and skills. iNurture currently has partnership with over 30 Universities, Autonomous Institutions and Colleges across India.

## **ABOUT THE MANAGEMENT DEVELOPMENT PROGRAM**

We are in a world where data has become the most valuable asset, where artificial intelligence is producing solutions which are efficient than doctors in detecting diseases, better than judges in awarding sentences, and are beyond the unimaginable capacity to predict and forecast. We must expect that as we will age in our careers we will have to beat a machine learning algorithm in efficiency and effectiveness. Question is, what is our preparation in that regard?

This MDP is intended to help managers, researchers and analytics professionals in sharpening their analytical skills through R and Python. The program is designed to cover relevant aspects of data mining using tools and techniques like decision tree, logistic regression, cluster analysis, etc.

**POTENTIAL BENEFICIARIES:** The three-day program caters to beginner and intermediate level needs of business decision makers, aspiring data-scientists, research scholars and data enthusiasts. We are expecting participants with introductory exposure of mathematics or statistics. We will be happy to provide suggestions for pre-study for those who lack the minimum exposure. Please note that programming background is not necessary for this course.

**UNIQUE FEATURES OF THE PROGRAM:** Besides basics of Data Analysis and Statistical Techniques, the MDP will cover advance data mining tools like **Artificial Neural Networks, Clustering, Decision Trees, Logistic Regression, Multiple Linear Regression** and many more. *The hands on will be with R and Python.*

The participants will be provided with self-study material that can be readily referred beyond the program.

**PEDAGOGY:** R-Studio software and Anaconda Navigator for Python (using spyder) must be installed in the laptops by participants. All concepts will be explained with the help of Data Sets, R/Python programs and elaborated interpretations. Exercises are also included for practicing the discussed concepts and applications. It is mandatory for all participants to carry **their laptops fully charged** (along with the charger).

**TOPICS COVERED:**

<ul style="list-style-type: none"><li>• Overview of Analytics and Data Science</li><li>• Data Visualization</li><li>• Hypothesis Testing</li><li>• Multiple Linear Regression</li><li>• Logistic Regression</li><li>• Decision Trees</li></ul>	<ul style="list-style-type: none"><li>• Cluster Analysis</li><li>• Artificial Neural Networks</li><li>• Big Data – Hadoop, Pig and Hive</li><li>• R with Hadoop</li><li>• Text Analytics</li><li>• Social Media Analytics</li></ul>
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**RESOURCE PERSONS:**



**Dr. B A Vasu** is an MSc in Statistics from Bangalore University with specialization in Operations Research & Industrial Statistics and a Doctorate in Management. His specialization and teaching experience are predominantly in Business Mathematics, Mathematics, Statistics, Research Methodology and Marketing Research. He is highly experienced in statistical algorithms, optimization algorithms, statistical modelling and data mining techniques. He is a quick learner with ability to capitalize on new opportunities and plan innovative strategies. He is currently working as the Director of the School of Commerce and Management Studies at Jain Knowledge Campus, Jayanagar. He has contributed towards the digital lecture series and has authored text books for JAIN University and Bangalore University, apart from serving as a resource person in other colleges/universities.



**Dr. Vinod Kumar Murti** has vast experience of 17 years in engineering industry plus 17 years in academics. He had been to Germany and Bahrain for his professional assignments during his engineering career. Dr. Vinod is currently associated with iNurture Education Solutions Private Limited, Bangalore, as an Academic Head for *Financial Services and Business Analytics*. He is a passionate trainer in Data Analytics and is currently engaged in writing a book on *Multi-Variate Data Analysis*. IBM has authorized him as a trainer for IBM-CEBT (Career Education for Business Transformation) in the area of *Predictive Analysis*. Some of his recent corporate training assignments were with Accenture and Capgemini.



**Prof. Abhishek Sachan** is a finance wizard having specialization in areas of quantitative finance and behavioral finance. He is a finance and analytics academician with reputed certifications such as CFA (CFA Institute, USA) and CQF (Fitch Learning Institute UK). He is known for his knowledge in R programming, Data mining tools, Text analytics and artificial intelligence. He has exposure with projects related to social media analytics, public finance and corporate financing. His recent venture is in algorithmic trading with Python.

#### REGISTRATION FEE:

Industry professionals	5,000	Registration fee includes MDP kit along with the study material (e-mode), certificate, refreshments and lunch.
Academia/Research Scholars	4,000	

**Payment** may be made by DD in favor of ‘Jain University’ or Cash payment at the venue. Last date for receiving duly filled registration forms with payment is 20<sup>th</sup> July 2017.

For accommodation: Ms. Roshini Kota: +91 8660074846  
Ms. Anjali Bose: +91 8197959040

<b>CHIEF PATRONS:</b>  <b>Dr. Chenraj Roychand</b> , President, Jain University Trust <b>Dr. C.G. Krishnadas Nair</b> , Chancellor, Jain University <b>Dr. N. Sundararajan</b> , Vice Chancellor, Jain University <b>Prof. N. V. H. Krishnan</b> , Registrar, Jain University	<b>PATRONS:</b>  <b>Dr. Easwaran Iyer</b> , Dean – Commerce; Director – Placements, Jain University <b>Dr. B.T. Venkatesh</b> , Advisor – Examinations; Jain University
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#### PROGRAM COORDINATORS:

<b>Prof. Madhavi R</b> Dept. of Commerce – PG Studies, Jain University JGI Knowledge Campus, Jayanagar 9 <sup>th</sup> Block Bangalore  Mobile: +91 9986593254 E-mail: <a href="mailto:madhu4ratna@gmail.com">madhu4ratna@gmail.com</a>	<b>Prof. Abhishek Sachan</b> Mentor, MMS FM and BA, Jain University, JGI Knowledge Campus, Jayanagar 9 <sup>th</sup> Block Bangalore  Mobile: +91 9408491983 Email: <a href="mailto:abhi00sachan@gmail.com">abhi00sachan@gmail.com</a>
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All queries may be sent to [mdpju2017@gmail.com](mailto:mdpju2017@gmail.com)