

**5<sup>th</sup> National Level  
Management Development Program on  
“Business Analytics  
through R”**

**21<sup>st</sup>, 22<sup>nd</sup>  
& 23<sup>rd</sup>  
August  
2019**



**JAIN (Deemed-to-be University)  
JGI Knowledge Campus  
#44/4, District Fund Road,  
Behind Big Bazaar, 9th Block  
Jayanagar, Bangalore  
- 560 069**

- ❖ Hands on training
- ❖ Covers all Disciplines
- ❖ e-study material



**ABOUT THE UNIVERSITY:**

JAIN (Deemed-to-be University), an intellectual destination that draws inspired students from more than 35 countries to India's Silicon Valley – Bengaluru, was established with an aim to provide quality education and entrepreneurial development. Due to its commitment to learning, research, academia and entrepreneurial development, National Assessment and Accreditation Council (NAAC) has awarded 'A' Grade to JAIN (Deemed-to-be University) with a CGPA of 3.31 on a 4-point scale. A culturally vibrant campus constituting of students from various states contributed to achieving this award which reinvigorates the culture and rich academic traditions of the University. Over the years, the University has made conscious and concerted efforts to build on its strengths and consolidate its achievements. Certified ISO 9001:2015 for quality management by TUV Rheinland, JAIN (Deemed-to-be University) is a member of Association of Universities of Asia and the Pacific (AUAP). JAIN (Deemed-to-be University) has also been awarded four stars in the *Young University* category in Karnataka by KSURF iCARE ratings for teaching excellence and employability, infrastructure, research excellence, inclusiveness and social impact.

**ABOUT DEPARTMENT OF COMMERCE:**

The department was set up in the year 1990 and has achieved significant growth by adding new dimensions in the domain of education in the commerce discipline. The constant innovation

nurtured its various spheres of functioning-teaching, extra-curricular, student centric ideology, continuous FDPs and MDPs, national conferences, etc. - have added new features to its cap from time to time. The department houses over 5000 students at UG and PG levels and it is an abode to over 250 faculty members contributing towards its daily work and growth.

**ABOUT INSTITUTE OF ANALYTICS (IoA):**

The Institute of Analytics (IoA) is the professional body for Analytics and Data Science professionals in UK and internationally. IoA is a not-for-profit organisation that exists to promote greater awareness, understanding and innovation in Analytics. IoA is fully supported in their mission by leading organisations in the sector. The Institute of Analytics provides members with the opportunity to network with other professionals in the industry to learn about career development opportunities, to share knowledge and expertise, to access continuous professional development programs and to carry the official designation of membership.

**ABOUT MANAGEMENT DEVELOPMENT PROGRAM:**

Data Analysis or Statistical Analysis is unavoidable in business decision making due to increased competition in every sphere of business. A growing number of formally educated business executives tend to club their common sense conclusions with the scientific reasons and logics. Knowledge of

appropriate data analysis techniques certainly provides an edge towards finding appropriate answers of day to day seemingly simple but complex business situations.

This MDP is intended to help working professionals, teaching faculty members, business managers, researchers, management students in sharpening their analytical skills through R software. The program is designed to cover all relevant aspects of statistical data analysis starting from the very basics of data preparation, data cleansing to advance statistical techniques including the theoretical aspects behind such techniques.

**POTENTIAL BENEFICIARIES:**

Industry professionals who wish to brush up basics, Data Science/Analytics enthusiasts who wish to start their journey of learning Machine Learning & Analytics, business decision makers, faculty members of academic institutes, Research scholars, Research Associates and PG students across disciplines.

**UNIQUE FEATURES OF THE PROGRAM:**

The workshop will be hands-on training based. Data sets for demo & practice will be provided. Post demo by the trainer, practice sessions will be conducted under the supervision of trainer. All study materials (ppts, data sets, scripts, supporting notes, etc.) will be shared with participants. The trainer can be approached in future for query solving & further assistance.

## KEY OBJECTIVES OF THE PROGRAM:

- To understand the basics of Research Methodology and nature of the data
- To understand the concepts of statistics involved in Hypothesis Testing
- To understand use of R in Descriptive and Inferential statistics
- To understand the Selection Criterion of appropriate Statistical Technique/s
- To use R for Data Analysis and Interpretation of the respective R Output

## PEDAGOGY:

R software (open source version) must be installed in the laptops by participants. All concepts will be explained with the help of data sets with the application of R and decoding of interpretations. Exercises are also included for practicing the discussed concepts and applications. Participants are encouraged to bring their live data and queries for discussion and solutions. It is mandatory for all participants to carry their laptops fully charged (along with the charger).

## TOPICS COVERED:

### On Day 1 & 2:

- Basics of Research Methodology
- Creation of R Data Files
- Cleaning of Data through identification of mild and hard Outliers
- Cross Tabulation with two and three variables
- Data Screening through Descriptive Analysis.
- Preparation of Charts & Graphs like, Histogram, Box-Plots, Stem & Leaf Diagram, Bar & Pie Charts

- Hypothesis testing including all t-tests, One-way ANOVA and Chi-square test.
- Simple Linear Regression (SLR) & Multiple Linear Regression (MLR)

### On Day 3:

- Cluster analysis
- Logistic Regression
- Artificial Neural Network (ANN)

## RESOURCE PERSONS:



**Dr. B A Vasu** is a doctorate in Statistics and a doctorate in Management. His specialization and teaching experience are predominantly in Business Mathematics, Statistics, Research

Methodology and Marketing Research. He is highly experienced in counseling students & faculty members and in survey & statistical analysis for educational institutions. He is a quick learner with ability to capitalize on new opportunities and plan innovative strategies. He is effective at simplifying issues, diffusing highly charged situations and offering solutions that allow people to understand potential implications ultimately resolving issues. He is currently working as the Director of the School of Commerce and Management Studies at JGI Knowledge Campus, Jayanagar. His roles and responsibilities in the University, amongst others include:

- Member, Board of Studies for Commerce

- Member, Academic Council

He has contributed towards the digital lectures' series & authored text books for JAIN (Deemed-to-be University) and Bangalore University, apart from serving as a resource person in other colleges.



**Dr. Vinod Kumar Murti** is an Industry professional/academician who has a vast experience of 17 years in Engineering Industry and 19 years in academics.

Dr. Vinod holds an Engineering Degree (B.E.) in Mechanical discipline, an MBA in Finance & Marketing and PhD in Finance. He is at present associated with IoA (Institute of Analytics), Head Quartered at London, in the capacity of **Country Head – India** based at Bangalore. Dr. Vinod was awarded *Saraswati Sewa Puruskar* by Lions International Club, Kanpur in year 2008 for his significant contribution in academics. He has won Second Prize in Best Doctoral Paper Competition in AIM'S 10<sup>th</sup> International Conference held at IIM-Bangalore during 6-9<sup>th</sup> January 2013. A certified trainer for IBM-CEBT, he loves sharing his knowledge about SPSS, SAS, R, Python and Excel and has conducted several workshops/FDPs on Data Analysis. He is a Corporate Trainer on Data Analysis for companies like *Accenture, Capgemini, Prudential Global, Hewlett-Packard, Goldman Sachs, etc.*

## CHIEF PATRONS:

### Dr. CHENRAJ ROYCHAND

PRESIDENT, JAIN (DEEMED-TO-BE UNIVERSITY) TRUST AND CHAIRMAN, JAIN GROUP OF INSTITUTIONS

### Dr. C G KRISHNADAS NAIR

CHANCELLOR, JAIN (DEEMED-TO-BE UNIVERSITY)

### Dr. N SUNDARARAJAN

VICE CHANCELLOR, JAIN (DEEMED-TO-BE UNIVERSITY)

### Dr. N V H KRISHNAN

RIGISTRAR, JAIN (DEEMED-TO-BE UNIVERSITY)

## PATRONS

**Dr. EASWARAN IYER**, Dean – Commerce;

Director – Industry interface & Placements, JAIN (Deemed-to-be University)

**Dr. B T VENKATESH**, Advisor–Examinations; JAIN (Deemed-to-be University)

**Mr. TOM MANNAPURATHU JOSEPH**, Head – Strategy (Key Markets), ISDC

Target Audience	Fee
Industry professionals	Rs. 7000
Academia/Research Scholars	Rs. 6000

**Registration fee includes MDP kit, study material (e-mode), refreshments, lunch and certificate. A discount of 10% will be given on a group of 3 or more participants from the same organization.**

Payment may be made by DD in favour of 'Jain University' payable at Bangalore or Cash payment at the venue. Online payment is facilitated on preference.

## Program Co-ordinator:

### Dr. Madhavi R

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