

Management Development Programme

on

“Big Data Analytics”

January 21st – 22nd, 2019



Program Director: Prof. Himanshu Joshi



**International Management Institute
New Delhi**

INTRODUCTION

In today's dynamic, competitive business environment; organizations need to take quick and effective decisions, and this poses serious challenges to conventional decision making. With proliferation of technology across all business functions, IT has become an integral part of all functions. The ability to use office automation tools effectively influences the ability of individuals, teams and businesses to take sound decisions. The advances in information technology along with the managerial need for quick and real time decision making has transformed the way organizations stored, organize and analyze data. Massive amounts of data are being generated as part of various activities carried out across industries and sectors. Moreover, faster computing and better optimization techniques have made it possible to apply advanced tools and techniques to solve business problems that was impossible a decade or two ago.

The objective of this program is to introduce participants to basic and analytical tools and provide hands on training on office automation tools so as to empower them to take managerial decisions.

Business analytics is a discipline which includes methodologies and technologies to explore historical data to generate insights useful for taking futuristic decisions. Be it financial, insurance, marketing, information systems, human resources or operations management related problems, organizations face the challenge to improve their ability to understand the stakeholders better and deliver value to them. This concept uses statistical and quantitative analysis, optimization techniques on data to make better decisions. Analytics has a great potential to help companies focus on the most important information in the data they have collected about the behavior of their customers and potential customers. Business Analytics helps organizations in discovering information within the data that queries and reports can't effectively reveal.

OBJECTIVES

This programme will provide a foundation for decision makers seeking to understand the core principles of data analytics and to improve business performance through better data measurement.

Broadly, the program has the following objectives:

- To introduce participants to use of spreadsheet-based data modeling, analysis and problem solving.
- To introduce participants to data summarization and visualization techniques.
- To provide hands-on training on creating a 360 view of data through dashboards.
- To improve decision ability of managers through analysis of real life situational data across different functional domains.
- To enhance decision making capabilities of participants through analyzing large data sets
- Introduce data optimization techniques including statistical and quantitative analysis
- To create value using right blend of concept building and hands-on-experience on analytics tools.

CONTENTS

- Introduction to Business Intelligence, Data Mining and Analytics
- Data driven decision making challenges faced by managers
- Overview of various analytics tools to manage data
- Data Visualization and Management
- Building Optimization Models using Spreadsheets
- Sensitivity Analysis
- Using Solver for Data Optimization
- Correlation and Simple Linear Regression Analysis
- Multiple Linear Regression Analysis
- Data Segmentation and Clustering
- Classification Techniques and Prediction
- Affinity Analysis/Market Basket Analysis
- Data Reduction Techniques
- Power Pivot Analysis for Business Intelligence
- Big Data Analytics and Best Practices in Business Analytics

METHODOLOGY

The program will include an appropriate mixture of classroom teaching, hands-on exercises, in-class discussion and readings and presentations. Participants would work on different types of business scenarios.

WHO SHOULD ATTEND?

Operational and functional managers from junior and middle management engaged in marketing, finance, insurance, operations, strategy, human resources and information management.

FACULTY AND RESOURCE PERSONS

IMI faculty members and eminent resource persons will share expertise and experience in various sessions.

PROGRAM DIRECTOR

Prof. Himanshu Joshi

BRIEF PROFILE

Prof. Himanshu Joshi is an Associate Professor and the Area Chair for Information Management at International Management Institute, New Delhi, India. He has overall 15 years of teaching, research and industry experience, with prior employment in organizations like United Nations Development Programme (UNDP) & UNAIDS. An avid researcher, Himanshu has several research papers published in referred national and international journals to his credit. Other than that, he periodically writes book chapters and is a regular with articles in various business & management publications. Himanshu is also a reviewer to international journals and has done book reviews on Enterprise Resource Planning and Knowledge Management. He has keen research interest in the areas of Information Systems, Electronic Business, Enterprise Resource Planning, Analytics and Knowledge Management. He has conducted training sessions on Spreadsheet modeling and data analytics for ONGC, IOCL, Satluj Jal

Vidyut Nigam (SJVN), Canara Bank, Hindustan Zinc and Fab India. He also takes sessions on Information Systems, Electronic Commerce, Knowledge Management, Big Data and Analytics and Enterprise Systems. A graduate in Engineering, Himanshu is also a gold medalist from IMI, Delhi. He has done his doctorate in the area of Knowledge Management.

ADMINISTRATIVE DETAILS

Dates:

January 21st-22nd, 2019

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

FEE

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and lunch

Residential: Rs. 25,000/- per participant (plus 18% GST as applicable) covering professional fee, program kit and boarding/lodging (airconditioned single room) from noon of **January 20th 2019** till noon of **January 23rd, 2019** at IMI Campus.

Group Discounts

- 10% discount on fee amount is available in case an organization nominates 2 or more participants to the program.
- 20% discount on fee amount is available in case an organization nominates 4 or more participants to the program.

Fee is payable in advance by way of local cheque/DD in favor of "**International Management Institute**" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288
MICR Code: 110010007, IFSC Code: ALLA0211083
Pan No. AAAT10972K; GST No. AAAT10972KIZJ

Please mention the program name while making payment through electronic fund transfer.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

ABOUT IMI

IMI International Management Institute Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD Lausanne). IMI's flagship two-year Post-Graduate Diploma in Management (PGDM) program (launched in 1993) has Student Exchange programs with leading International Schools. These include ESC Rennes, France, Montpellier Business School, France, Frankfurt School of Finance and Management, Germany, Grenoble Ecole de Management, France, Louvain School of Management, Belgium, Sichuan Academy of Social Sciences, China, KEDGE Business School, France, University of Guelph, Canada to name a few. Besides its regular PGDM program, IMI New Delhi runs a two-year PGDM program in Human Resource Management (PGDMHRM) launched in 2006, a two-year PGDM program in Banking and Financial Services (PGDM B&FS) launched in 2014, a 15-month Executive PGDM for mid-career executives (Executive PGDM) launched in 1984 and a Fellow Program in Management (FPM) launched in 2011.

In addition, IMI New Delhi also offers ITEC (Indian Technical and Economic Cooperation) Programs, as it is one of the few empanelled Institutes of the Ministry of External Affairs, Government of India. Under the aegis of MEA organised special Commonwealth Assistance Program, 15 international students are selected into the Executive PGDM Program. These ITEC programs are targeted at various developing countries from the Afro-Asian, South American and SAARC region. Another distinguishing feature of IMI Delhi is its strong Alumni network of over 5000+ professionals at senior management levels in leading corporate houses.

All IMI New Delhi's long term programs are approved by AICTE, Ministry of HRD, and Government of India. IMI New Delhi is internationally accredited by Association of MBAs (AMBA), UK. IMI's diverse and experienced resource pool of faculty resources having a rich combination of academic rigor and corporate exposure is one of the institute's distinct strengths. This vast and enriched pool has a special focus on delivering management education, training, research and consultancy. IMI contributes significantly to the growth and development of management as a discipline in India.

IMI conducts a large numbers of Management Development Programs (MDPs) every year, which include Open Programs, specially designed In-company programs and Online programs in different functional areas. These programs are aimed at capability building of senior-level and top-level managers and executives to help them in updating their concepts and enhancing leadership and managerial skills.

IMI's strength across diverse management disciplines, backed by an excellent team of faculty and the strong network with eminent organizations, helps deliver its commitment towards its vision of being a premier global management school.

For registration/any other information, please contact:

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