

**Management Development Programme**

**on**

**“Big Data Analytics”**

**January 16 – 17, 2020**



**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 over 19 years of experience in Information Technology domain, with 6 initial years in core technology development followed by 13+ years in the area of IT and Management education 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 session on Spreadsheet modelling and data analytics for ONGC, IOCL, Philip Carbon Black Limited (PCBL), Satluj Jal Vidyut Nigam (SJVN), Mittals Group, Canara Bank, Hindustan Zinc and Fab India. He also takes session on Information Systems, Electronic Commerce, Knowledge Management, Big Data and Analytics and Enterprise Systems. A graduate in Engineering, Himanshu is also a gold medallist from IMI, Delhi. He has done his doctorate in the area of Knowledge Management.

## **ADMINISTRATIVE DETAILS**

### **Dates:**

**January 16 -17, 2020**

### **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 15, 2020** till noon of **January 18, 2020** 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: 50123177738  
MICR Code: 110010007, IFSC Code: ALLA0211083  
Pan No. AAAT10972K; GST No. 07AAATI0972K1ZJ

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**

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

***For registration/any other information, please contact:***

**Dr. Ekta Saxena**

General Manager (MDP & Online Education)

**Mobile:** 9911941090

**International Management Institute**

**Address:** B-10, Qutab Institutional Area, Tara Crescent  
New Delhi 110016

**Phone:** (011) 4719 4172 (Direct)

**Fax:** (011) 46012729

**E-mail:** [ekta.saxena@imi.edu](mailto:ekta.saxena@imi.edu), [mdp@imi.edu](mailto:mdp@imi.edu)

**Website:** [www.imi.edu](http://www.imi.edu)