



Management Development Program On Business Analytics

27-29 September 2024

RAIPUR

Programme Director
Dr. Jighyasu Gaur

Indian Institute of Management Raipur

Introduction (Programme)

Data analytics is crucial as it empowers organizations to derive valuable insights from vast data sets, enabling informed decision-making. By analyzing trends, patterns, and correlations, businesses gain a competitive edge, optimize processes, and identify opportunities for growth. Data analytics transforms raw data into actionable intelligence, facilitating a deeper understanding of markets, customer behavior, and operational dynamics, ultimately shaping a more agile and adaptive business landscape. This programme aims to provide participants with a comprehensive understanding of business analytics, hands-on experience with analytical tools, and the ability to apply analytics in strategic decision-making. The combination of theory, practical exercises, and case studies ensures a well-rounded learning experience.

Objectives

The program objectives are:

- To equip participants with the necessary analytical skills to effectively collect, process, and interpret data.
- To empower participants to make informed, data-driven decisions by providing them with the knowledge and tools to extract meaningful insights from complex datasets.
- To foster strategic thinking by integrating business analytics into strategic planning processes.
- To provide applications of business analytics through case studies and projects.

Key Topics

- Introduction to Business Analytics
- Data Collection and Preprocessing
- Statistical Analysis with Excel
- Introduction to Data Visualization
- Dashboard Creation
- Predictive Analytics
- Marketing analytics
- Machine Learning for Business
- Analysis of time-series data
- Financial analytics

For Whom

The program is designed for faculty members, practitioners, research scholars, and managers in the industry.

Pedagogy

The program pedagogy will include various methods of training such as lectures, discussions, hands-on exercises, and modeling on software.

Faculty

The topics of the programme will be taught/facilitate by IIM Raipur faculty members and healthcare policy makers.

Duration and Venue

The Programme is scheduled for **27-29 September 2024 & 20-22 December 2024**, at IIM Raipur, Atal Nagar, New Raipur.

Registration Fee

The registration fee per participant is **Rs. 6000/-+2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6000/-+4500/-** per day plus taxes as applicable **on Single sharing basis**.

This includes academic fees, a program kit for participants, boarding and lodging.

Payment can be made online by registering through the website.

Upon remitting the fees online, kindly inform the EL& D Office of the UTR No /Relevant transaction details through email so that we can connect your remittance to your nomination(s).

Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program**. Any withdrawal request received after this date will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

Enquiry

For any information regarding this programme, you may contact as below:

EE&C Office: eldc_office@iimraipur.ac.in Ph: 0771-2474688, 697

About Programme Director



Dr Jighyasu Gaur is a faculty in the Department of Operations Management and Quantitative Techniques at IIM Raipur. He has over 15 years of teaching/academic experience. Before joining IIM Raipur, he was associated with T A Pai Management Institute (TAPMI), Manipal and IBS Hyderabad. He has received several awards including the Emerging Economies Doctoral Student Award (EEDSA) 2012 from the Production and Operations Management Society (POMS), USA. He also received a Director's commendation for research at TAPMI for the years 2020 and 2022. He was a visiting scholar at the University of Memphis, USA during 2011-2012.

Dr Gaur has authored several research articles published in ABDC - A* and A Category journals, including Energy

Economics, Omega, Journal of Cleaner Production, International Journal of Production Research, Journal of Business Research, Annals of Operations Research, International Journal of Physical Distribution & Logistics Management, Technovation, and Journal of Strategic Marketing. His teaching areas of interest are Operations management, Supply chain management, Reverse supply chain, Managerial statistics, and Business research methods. Dr. Gaur has actively participated in various corporate training initiatives, imparting knowledge to numerous professionals across diverse sectors, including Indian Army, Indian Railways, ITC, academia, and media. His training focus encompasses areas such as Operations management, Operational risk management, Quality management, Research methods, Healthcare supply chain, among others.

Indian Institute of Management Raipur

Understanding the needs to meet the emerging challenges at global level and cherishing the successful history of IIMs, the Government of India set up Indian Institute of Management, Raipur in the year 2010 in Chhattisgarh, one of the youngest and fastest growing states of India. IIM Raipur has been set up with the aim “To Empower the youth for building a Powerful India”. IIM Raipur has set high standards by focusing on a practice-oriented learning approach and a contemporary industry- focused curriculum, driven by strong corporate interface. IIM Raipur is functioning from the state-of-the-art campus in Naya Raipur spread across 200 acres. IIM Raipur currently offers Fellow Programme in Management (FPM), Post Graduate Programme in Management (PGP), Post-Graduate Programme in Management for Working Executive (PGPMWE) and Executive Education Programmes consist of Management Development Programmes (MDP), Tailor made (In- Company Programmes), Open Programs and Consultancy for Corporates, Public Sector & Government. The academic curriculum is structured to address the needs of the industry and is aligned towards imparting contemporary knowledge to the students and strengthening their skills to prepare them to face the challenges of the global business. Recently, IIM Raipur join the hands with three most reputed global business schools, to enhance the overseas exposure of its students with the belief that it will help them to assimilate best management practices and understand the importance of cross-culture issues in management. Right from its inception the institutes focuses on contributing to the growth and development of the Nation, region and society at large. As such it gives importance to courses and managerial trainings that are molded in a way true to the culture and unique requirements of the state and organizations herein. Ethical practices in management, grooming socially responsible leaders for today and tomorrow are also the primary goals of the Institute.

LOCATION

Indian Institute of Management Raipur is situated at Vill- Pota Cheria, Atal Nagar, Raipur. The approximate distance from Railway station to IIM Raipur is 35 km.

For any Correspondence / Administrative enquiries, please feel free to contact below:

EL&D Office:

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