



# Management Development Program On **Business Analytics** **20-22 December 2025**

Program Director  
Dr Jighyasu Gaur

## Introduction (Program)

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 program 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 program will be taught/facilitated by IIM Raipur faculty members and healthcare policy makers

## Duration and Venue

The Program is scheduled for **27-29 September 2025 & 20-22 December 2025**, at IIM Raipur, Atal Nagar, New Raipur.

## Registration Fee

The registration fee per participant is Rs. 10000/- per day plus taxes as applicable. This includes academic fee, programme kit for participants, boarding and lodging (on twin sharing basis). Payment can be made online by registering.....

Upon remitting the fees online, kindly intimate the MDP Office with 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 Program is **2024** and the last date of withdrawal is **2024**. 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 program, you may contact as below:

EL&D Office: [eldc\\_office@iimraipur.ac.in](mailto:eldc_office@iimraipur.ac.in) Ph: +91 7880009845

### About Program Directors



**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. 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 trained over 1,000 participants from diverse sectors, including government and private organizations such as the Indian Army, Indian Navy, Indian Railways, Indian Oil Corporation, Adani Industries, and ITC Paperboard..

## Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Program in Management (PGP) was started in 2010, whereas Fellow Program in Management (FPM) & Executive Fellow Program in Management (EFPM) was started in 2013. Executive Post-Graduate Program (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **14th** in 2024.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programs.

## Location

The IIM Raipur campus is located about 20 minutes' drive from the Swami Vivekananda Airport, Raipur.

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

## EL&D Office:

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