

**MANAGEMENT DEVELOPMENT
PROGRAMME
ON
BUSINESS ANALYTICS FOR
MANAGEMENT DECISION**

(BAMD 2021)

December 8-11, 2021



**ORGANISED BY
VINOD GUPTA SCHOOL OF
MANAGEMENT
INDIAN INSTITUTE OF
TECHNOLOGY
KHARAGPUR, INDIA**

OBJECTIVE OF THE COURSE

Data Analytics, an important branch in mathematical sciences, is very vibrant today for all professionals, including researchers, engineers, managers and analysts. The business environment is very dynamic today, especially with reference to abundance of information and multidisciplinary research. So it is a huge opportunities and challenges to the decision maker to analyze this information and bring some meaningful decisions to the business prerequisite. With the accessibility of various tools, techniques and user-friendly statistical/mathematical software, the ability to analyse large amount of data is not only desirable, but a necessity for any professionals. Such techniques and software are usually very complex and confusing for the uninitiated. There are several issues in this process like selection of appropriate technique, selection of right software, interpretation of results and so forth.

The objective of this programme is to emphasize broad range of analytical tools and techniques to foster multi-disciplinary research. It is predominantly relevant for studying dynamic changes in the business structure, household behavior, enterprise efficiency, etc.

TOPICS TO BE COVERED

Module 1: Introduction to Analytics

Module 2: Descriptive Analytics

Module 3: Inferential Analytics

Module 4: Predictive Analytics

Module 5: Prescriptive Analytics

Module 6: Decision Analytics

COURSE MATERIALS

The programme is purely application oriented. Necessary course materials will be provided to the participants during the course.

WHO CAN ATTEND?

The course is addressed to corporates, executives and academicians only.

VENUE AND PLATFORM?

Venue: Online

Platform: Zoom/Webex/Google Meet/Moodle, etc.)- to be intimated later

HOW TO APPLY?

Use the link:

<https://erp.iitkgp.ac.in/CEP/courses.htm>

to apply ONLINE.

Process flows:

**Sign up → Login → Profile Fill-up →
Choose a Program → Apply Now**

Payment if applicable is to be done ONLINE after getting short listed for the program.

IMPORTANT DATES

Last date of application: **November 11, 2021**

Course date: **December 8-11, 2021**

COURSE FEE (including Goods and Services Tax (GST) 18.00 %). It is non-refundable and non-transferable under any circumstances.

**Category A: Foreign Participants
Rs. 25000/-**

**Category B: Corporate Professionals
Rs. 10000/-**

**Category C: Academicians/ Others
Rs. 8000/-**

**Category D: Students (Postgraduate)
Rs. 6000/-**

CERTIFICATE

Certificate will be issued to each participant from the Office of Dean (CE), Indian Institute of Technology, Kharagpur.

COURSE COORDINATOR

Prof. Rudra P. Pradhan

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