WEEKEND PROGRAM (30 hrs – 8 weekends)

Organized by

Vinod Gupta School of Management

Indian Institute of Technology, Kharagpur

Dates 5th January onwards | Location – IITKGP Extension Center, Saltlake, Kolkata

Data Analytics with R Programing

Dr. Swagato Chatterjee

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DETAILS

Background

With the advancement of computational technology, analytics has become an inevitable part of business. For gaining competitive advantage through data driven decision making, managers should be able to marry raw data with business acumen. In this program, we will try to do the same. The program is targeted to create data analysts and introductory data scientists with focus on managerial applications of analytics.

Participants

The following members can participate the program:

- Mid-level Managers working in any domain of business
- Business Analytics enthusiasts
- BTech and MBA students

Course Contents

Introduction to analytics, Descriptive Analytics, Predictive Analytics, Prescriptive Analytics, Applications in Marketing, HR, Finance, Supply Chain, IT

Case Studies from renowned publishers like HBPS

Faculty

Dr. Swagato Chatterjee (Assistant Professor, IITKGP, B.Tech, IITKGP; PhD, IIMB)

Industry Experts from Analytics Domain

"The price of light is less than the cost of darkness."

Arthur C. Nielsen, Market Researcher & Founder of ACNielsen

Course Fee

- Per participant – INR 15,000
- 18% GST is applicable

The course fee will cover lecture notes, refreshment during classes. Board, lodging and travel charges will have to be borne by the participants. The course fee can be submitted in the form of a demand draft drawn in favor of 'CEP-STC, IIT Kharagpur' payable at Kharagpur.

Name of Bank Account: CEP-STC, IIT Kharagpur; Bank Name: Syndicate Bank; Branch Name: SRIC, IIT Kharagpur; SB Account No.: 95562200002955; IFSC Code: SYNB0009556; MICR: 721025103; SWIFT: SYNBINBB120.

For online registration please visit: https://erp.iitkgp.ac.in/CEP/courses.htm

Important Dates

Last date of Early Bid Registration (10% discount) – 1st December, 2018
Last date of Registration – 15th December, 2018
Intimation to selected candidates- – 16th December, 2018
Class starts from – 5th January, 2019

Accommodation

Accommodation is also available at different price and comfort range in and around the venue in Bangalore. We can facilitate the accommodation of the participants. However, we do not take the responsibility of the same.

About VGSoM

VGSoM is the oldest BSchool under the umbrella of IIT system which offers management education with the right blend of business insights and technological applications. VGSoM currently is ranked as No 7 among all BSchools in India as per NIRF ranking by Govt. of India moving ahead of many renowned BSchools including lots of IIMs and XLRI. The school looks forward to excel in all aspects of management education and become one of the top most BSchools in the country.

Course coordinator

Dr Swagato Chatterjee
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WEEKEND CERTIFICATION PROGRAM on
DATA ANALYTICS WITH R PROGRAMING
January 5, 2019 onwards
Vinod Gupta School of Management, IIT Kharagpur

Name:

Designation:

Office Address:

Phone: Mobile:

Email:

Date of Birth:

Highest academic qualification:

Requirement of accommodation:

Draft No………………………………………dt……………………………….. amounting Rs. ………………………………… drawn on………………………………… ……….. Bank.

OR

NEFT Transaction No: ……………………………………………dt……………………… for Rs………………………………………… through…………………………………………………Bank

Recommendation and forwarding from the organization where working (Optional)
Date:
Place:

Signature of the Applicant