



IIMC-SAS Workshop on Contemporary Business Analytics Practice

VENUE: INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

SEPTEMBER 14-17, 2016

IIM Calcutta (IIMC) and SAS Institute India Pvt. Ltd (SAS) have jointly designed a Workshop on Contemporary Business Analytics Practice. The workshop is scheduled to be held at the Management Development Center (MDC) of IIMC on September 14 – 17, 2016 .

This workshop sensitizes participants on how companies can harness the potential of analytics to make more informed decisions and conduct various activities in radically different ways and gain competitive advantage. The workshop enables students to diagnose business problems, conduct in-depth analysis of the external as well as the internal environment and understand how best to generate strategic business insights. The workshop also helps participants appreciate the impact of analytics and Big Data on a firm's operations and performance. A major thrust of the workshop is on blending theoretical knowledge with hands-on application using SAS software.

The objectives of the workshop are:

- To examine applications of analytics in business activities using structured and unstructured data
- To appreciate the challenges faced by companies in their effort to adopt business analytics
- To understand how Big Data plays a crucial role in managing modern organizations
- To take a cross-disciplinary approach in understanding the best practices in business analytics
- To develop understanding of hands-on traditional business analytics and Big Data analytics using SAS software

Workshop Outline

Title	IIMC-SAS Workshop on Contemporary Business Analytics Practice
Duration	Sept 14 - 17, 2016
Venue	Management Development Centre, IIM Calcutta

Understanding business analytics

- *Business intelligence vs. business analytics*
- *Descriptive, predictive and prescriptive analytics*
- *Business analytics life cycle*
- *Case studies on business analytics*

Applications of business analytics

- *Customer analytics*
- *Risk analytics*
- *Big Data analytics*
- *Enterprise Miner*

Hands-on descriptive and predictive analytics

- *Decision Trees analysis*
- *Regression analysis*
- *Neural Networks*
- *Model comparison and scoring*

Hands-on visualization and Big Data analytics

- *Introduction to Visual Analyst*
- *Clustering and Association Rule mining*
- *Credit scoring*
- *SAS Big Data Analytics: High Performance Analytics (E-Miner)*



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Registration:

Registration fee for the workshop is INR 90,000 plus 15% service tax per participant and includes accommodation for four nights, all breakfasts/lunches/dinners/snacks as well as all course material.

All participants who have successfully attended all sessions will be provided a Certificate of Attendance bearing the logos of both IIMC and SAS.

Enrollment:

Duly completed application/nomination forms along with the fees (Crossed cheque or Demand Draft in favour of 'INDIAN INSTITUTE OF MANAGEMENT CALCUTTA' and drawn on a bank in Kolkata) may please be forwarded to the following address:

Prof. Indranil Bose, Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata 700 104, India. Phone: 033-2467 8300-06

Alternatively, online payment through NEFT/RTGS is also available. Please e-mail Ms. Sutapa Dey at sutapa@iimcal.ac.in for help and for the enrolment form.

Brief profile of program faculty:



Dr. Indranil Bose is Full Professor of Management Information Systems at the Indian Institute of Management Calcutta and a globally renowned expert in business analytics. He is a PhD from Purdue University and has held appointments at the University of Hong Kong and University of Florida in the past. Presently he acts as the Co-ordinator of the Case Research Center at IIM Calcutta. In the past he acted as the Founding Chairperson of the Program leading to the Post Graduate Diploma in Business Analytics offered by IIM Calcutta, IIT Kharagpur and ISI Kolkata and also Advisor of Analytics for the State Bank of India. He has published 150+ papers in well-regarded journals and international conferences in the areas of business analytics, telecommunications, and information strategy. He is recognized as the faculty member with highest research productivity (2004-2014) among all



Dr. Sunil Bhardwaj has been working in the area of analytics and data science for the past 12 years. Presently he is working with SAS as Senior Analytics Consultant (Education). He has worked with companies like KPMG earlier. Sunil has handled mentoring of clients of SAS both in the Asia-Pacific region and Europe. He has diverse experience in SAS technologies ranging from Basic Programming to Industry Solutions. In the area of analytics he has handled assignments in High Performance (Big Data) Predictive Modeling, Forecasting, Operations Research and Design of Experiments.

Contact us:

If you have any questions about the program and enrollment guidelines please contact:

Ms. Sutapa Dey - Sr. Executive Secretary (Ph.: +91 33 24537071(Ext. 427), Email: sutapa@iimcal.ac.in)

Workshop timing

The program will be held from September 14-17, 2016. The sessions will begin from the post-lunch period on September 14 (2 pm) and will continue for 8 hours each on September 15, 16 and 17. Normally the participants will have some preparatory work and assignments in the evenings. The program is residential only (accommodation provided for all participants on September 14, 15, 16, 17. Participants can check out on the morning of September 18 (before noon). The participants are advised to make their travel plan accordingly.

Target audience

This general format program can be beneficial to all levels of managers in organizations belonging to a variety of industrial sectors. The only requirement for participants will be a preliminary knowledge of computing.

Accommodation and facilities

The Program will be held at the Management Development Center (MDC), which is a self-contained executive education facility within the IIMC campus. The Institute campus is situated around 35 kilometres from the Kolkata Airport and around 20 kilometres from the Howrah Railway Station among sylvan surroundings at the outskirts of Kolkata in Joka. Pre-paid taxi facilities are available round the clock to the campus.

Participants will be provided with air-conditioned single room (with attached bath) accommodation at the MDC with a choice of vegetarian and non-vegetarian food.