



MDI
MURSHIDABAD

Management
Development
Institute

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

ONLINE CERTIFICATE COURSE ON BUSINESS ANALYTICS

22 APRIL 2023 TO 29 JULY 2023



PROF. (DR.) ATMANAND

Director
MDI Murshidabad

It gives me immense pleasure to welcome you all to MDI Murshidabad (MDI-M). With an intention to impart quality management education, nurture talent, and groom them to become visionary leaders and game changers, the MDI Society had established its second campus at Murshidabad in West Bengal.

After laying of the foundation stone in October 2010, the building and infrastructure were launched by the then President of India, Shri Pranab Mukherjee in August 2014, with the simultaneous commencement of its flagship academic program, the Post Graduate Diploma in Management (PGDM), which is recognized by the All India Council for Technical Education (AICTE). Since inception, MDI Murshidabad has been committed to achieving academic excellence and turning out quality managers and global leaders. The campus takes pride not only in terms of its state-of-the-art infrastructure and expert faculty, but also in terms of covering several milestones in cognitive domains, including organizing MDPs, industrial visits, business symposia, corporate events, etc. in which our students and faculty members have played pivotal roles.

VISION

MDI aims to be globally recognized management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives.

MISSION

- Become a globally recognized management school with international and national recognition through knowledge development.
- Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
- Encourage continuous innovation.
- Create and nurture socially responsible leaders.
- Promote sustainable alternatives in decision making.

PROGRAM OVERVIEW

This Business Analytics program will help you gain the knowledge you need to turn your organization's data into a tactical asset to generate business value for making strategic business decisions for your organization. It will help decision makers to take data – driven decisions with the help of latest tools and technologies

KEY BENEFITS

While the “why” of leadership has not changed, circumstances are transforming “how” you prepare your organization to compete today and in the future. As you analyse the leadership practices and organizational cultures that are helping today’s leaders build more agile and digitally mature organizations, you will develop new approaches and skills that enable you to drive digital transformation and overcome obstacles to progress.

OBJECTIVES OF THE PROGRAM

The core objectives of the program are-----

- New ways of leading and updating the work culture in the digital era.
- Bridging the gap between various levels of management.
- Can develop value-based models for your customers.
- Address various hidden issues within the organization at an ease

WHO SHOULD ATTEND

Senior executives, executives at middle level, executives responsible for implementing company’s strategies

COURSE FEES

INR 15000 + 18% GST

CERTIFICATION

On successful completion of the course requirements, a certificate on completion of the Business Analytics course will be awarded.

PROGRAM CONTENTS

Unit	Topics
1	Introduction to Business Analytics: What is BA? Data for BA, BA Models, Basic Excel Skills, model designing
2	Database Analytics: Data sets and databases, Data queries, logical functions, Pivot Tables, slicing and dicing in excel, data validation, lookup functions
3	Descriptive Analytics: Metrics and data classification, frequency distribution, histogram, percentiles and quartiles, mean, median, mode, random numbers, cross-tabulations, outliers, measures of association

4	Data Visualization: Tools and software for data visualization, creating charts in excel, other excel visualization tools, Dashboards
5	Predictive Analytics: Trendlines and regression analysis, forecasting techniques
6	Spreadsheet modelling and analysis, Simulation and risk analysis

COURSE COMMENCEMENT

22 April 2023 to 29 July 2023

DURATION

45 Hours (Only on Saturdays)

MODE OF DELIVERY

Online through Zoom

PEDAGOGY/ METHODOLOGY

Teaching notes, ppt, hands-on with advanced Excel, Anaconda Jupyter, Orange3, Glueviz and many more.

ATTENDANCE REQUIREMENTS

Attendance is compulsory

RESOURCE PERSON



DR. BIKRAMJIT PAL

Assistant Professor – Information Management

Dr. Bikramjit Pal holds PhD in Engineering from Department of Engineering and Technological Studies, University of Kalyani. He has been associated with academia in variety of roles including faculty, project trainer, researcher with a span of more than 23 years. His research areas include Cyber Security, Big Data, Machine Learning Applications and Cloud Computing. He has published research papers in peer-reviewed journals of international repute and also presented papers at international conferences. He has been awarded “Distinguished Assistant Professor Award” by Computer Society of India, Mumbai Chapter in the year 2017.

Certificate of participation shall be provided after the completion of the course and submission of course feedback

CONTACT INFORMATION



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