

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

ONLINE MANAGEMENT DEVELOPMENT PROGRAMME

ON

BUSINESS INTELLIGENCE FOR DECISION MAKING

18TH - 19TH DECEMBER, 2023 | 11.00 AM TO 1.00 PM & 2.00 PM TO 4.00 PM



OBJECTIVES OF THE PROGRAM

The overall objective of business intelligence MDP is to allow business managers to make informed decisions. A company with a working BI strategy will have data that is accurate, complete, and organized. Business intelligence can be used to show historic patterns to help stakeholders gauge the health of their organization, alerting them to problems as well as potential improvements. This MDP focuses on making managers as best decision makers.



TARGET PARTICIPANTS

All levels of management and people from academia (participants some have prior knowledge of MS Office 365).



LEARNING OUTCOMES

- Understand and critically apply the concepts and methods of business analytics
- Identify, model and solve decision problems in different settings
- Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity
- Create viable solutions to decision making problems



PROGRAM CONTENTS

- A Framework of BI, Analytics Overview: Descriptive, Predictive and Prescriptive Analysis, Introduction to Big Data, Overview of Analytics Ecosystem.

- Descriptive Analysis: Nature of Data, Data Taxonomy, Statistical Modelling for Business Analytics, Regression Modelling for Inference Statistics, Business Reporting, Data Visualization, Different Types of Charts and Graphs, Emergence of visual analytics. Data Warehousing, ETL Process, Data Warehouse development and implementation issues.
- Predictive Analysis: Data mining concepts and applications, data mining processes and methods,
- Privacy issues. Text analytics and text mining, Natural Language Processing, text mining applications and processes, semantic analysis, web mining, search engines, web analytics, and social analytics.
- Prescriptive Analysis: Model based decision making, structure of mathematical models for decision support, certainty, uncertainty and risks, decision modelling with spreadsheets, sensitivity analysis, what-if analysis, decision tables, and decision trees.
- Big Data Concepts and Tools: Definition, Fundamentals of big data analytics, Big data technologies: Map Reduce, Hadoop, NoSQL, Big data vendors and platforms, Big data and stream analysis, Application of stream analysis: e-commerce, telecommunications, law enforcement and cyber security, power industry, financial services, health sciences, government agencies.
- Future Trends, Privacy and Managerial Considerations in Analytics: IoT, Cloud computing and business analytics, location-based analytics for organizations, legal issues and ethics.



PEDAGOGY / METHODOLOGY

Lectures, PPTs, White Board, Discussion, Interaction, Hands-on using MS Excel, Power BI and Python Basics.



VENUE AND DURATIONS

The programme will be held online through Zoom platform **18th & 19th December, 2023**. All participants will be awarded with an e-certificate with digital signature by MDI Murshidabad upon successful completion of the programme.



REGISTRATION AND PROGRAM FEES

The course fees will be Rs. 15,000/- + 18% GST
Registration Link: <https://forms.gle/AxZjFBnK7egyo389>
• No refund of Programme Fees but substitute allowed.
The program fees can be paid through bank transfer as per the bank details given below:

Account Name: MANAGEMENT DEVELOPMENT INSTITUTE SOCIETY

Bank Name: Punjab National Bank

Account Number: 1377205500000019

IFSC Code : PUNB0137720

(Please share the transaction details for verification purposes after making payment)



PROGRAM DIRECTOR



Dr. Bikramjit Pal

Assistant Professor – Information Management
MDI Murshidabad

Dr. Bikramjit Pal holds PhD in Engineering from Department of Engineering and Technological Studies, University of Kalyani, West Bengal. He has been associated with academia in variety of role including faculty, project trainer, researcher with a span of more than 24 years. His areas of expertise in teaching are Business Analytics, Business Intelligence, DBMS, Data Warehouse, Data Mining, Software Engineering. He has published research papers in peer-reviewed journals of international repute. He has been awarded "Distinguished Assistant Professor Award" by Computer Society of India, Mumbai Chapter in 2017. He has worked in various administrative positions.



Certificate of Participation shall be provided after the completion of the Course. The Program will be held online through Zoom platform.

CONTACT INFORMATION



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