Management Development Programme on Business Analytics

(Online Programme)

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Date
July 24-28, 2023

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01881-231120

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Continuing Education and Outreach Activities Office,
2nd Floor, Academic Section, M.Vishveshvaraya Block (East Wing),
Indian Institute of Technology Ropar, Rupnagar, Punjab-140001, India

Business Analytics

Business analytics refers to the practice of optimizing future business planning by means of exploring and learning from the past data. Now-a-days, companies leveraging modern techniques used in business analytics such as machine learning to gain maximum benefit by optimizing their business process and planning. The MDP will emphasize on tools used in predictive and prescriptive analytics for business.

Objective

Objective of the program is to sensitize the participants about different decision-making tools and data science tool so that they can use and implement these learning in their respective organizations for better decision making.

For Whom & What

Program would be helpful for those who wants to transform their organizations from conventional thinking to more data driven thinking.
The program intends to address, but may not be limited to, the following topics using python:

- Linear programming
- Multi-criteria decision making
- Linear Regression
- Logistic Regression
- Classification and Decision Tree

Pedagogy

Lectures, case discussions, interactions and participation in discussions.

Program Details

Delivery	Live online sessions
Class schedule	Mon to Fri: 9.30 am to 1.35 pm
Eligibility	Candidate must be a graduate
Duration	5 Days

1000 Minutes of Learning || 200 Minutes of sessions per day

Admission Criteria: Shortlisting will be done based on subjects studied in graduation. Programming knowledge in any computer language will be preferred

This programme will be delivered under the guidance of Dr. Ravi Kumar, Indian Institute of Technology Ropar. Dr Ravi Kumar is an M.Sc. in Applied Operations Research from the University of Delhi, and a Ph.D. in Operations Research from IIT Delhi. He has published his work in various scholarly peer-reviewed international journals. His research interests include the development of mathematical models and their solution methodology. He is proficient in various optimization software like PYTHON, MATLAB, LINGO, GLPK, and SPSS. He is a professional body member of the GLOGIFT society. His expertise is to develop mathematical models and their solution methodologies. He is also an expert in the implementation of multi-criteria decision-making techniques.

Program Coordinator

Dr. Ravi Kumar

Programme Fee

Particulars	Amount
Program Fee for Indian participants	Rs. 15,000
GST@18%	Rs. 2700
Total fees	**Rs. 17,700**
Program Fee for Foreign participants	**$400 US Dollar**

Discounts Available

Any organization sponsoring 4 or more participants will be entitled to a discount of 10% on total fee payable provided that at least 4 participants attend the programme.

Programme Timeline

Application closure date	17th July, 2023
Shortlisted candidates will be informed by	19th July, 2023
Last date to submit the fees	22nd July, 2023
Program start date	24th July, 2023
Program end date	28th July, 2023

Certificate

Candidates who have minimum attendance of 80% will receive a 'Certificate of Participation' from IIT Ropar CEOA.

Indian Institute Of Technology Ropar (IIT Ropar)

Indian Institute of Technology Ropar (IIT Ropar) is one of the new IITs (established in 2008) set up by the Ministry of Human Resource Development (MHRD), Government of India. The Government of Punjab has allotted 501 acres of land on the banks of the river Sutlej to IIT Ropar. The foundation stone of the Institute was laid on 24th February 2009. The institute enables students to gain exposure to recent trends in their chosen domains of study and practical experience through a wide variety of activities that the institute facilitates in its own campus and arranges for in collaboration with industry and other institutes. This campus is a self-contained township catering to all the needs of faculty, staff and students.

No.	Lecture description	Hours (50 minutes of lecture = 1 program hour)
1.	Course overview and Introduction to Business Analytics	1
2.	Optimization Modelling: Model Building	2
3.	Business Applications of Optimization Modelling	1
4.	Data Handling	1
5.	Regression Analysis	3
6.	Multiple Regression	2
7.	Supervised Learning	2
8.	Unsupervised Learning	2
9.	Time Series Analysis	4
10.	Overview of MCDM techniques	1
11.	Course Summary and Conclusion	1