INTRODUCTION

Trained, competent professionals in Analytics and Management are very much in demand. Analytics has become a major driving force and is closely aligned with the core competency for most of the industries today. Its impact on management has created a demand for an entirely new array of leaders. These emerging knowledge leaders must be able to effectively and efficiently guide their organizations into the future, by continuing technical advancements and increasing reliance on analytics to remain competitive in business. Completing the programme will ensure that the participant demonstrates to their potential or current employer that they understand and appreciate the various approaches of analytics to deliver real benefits.

BROAD OBJECTIVES

This course is designed to give fundamental knowledge of principles, concepts, and techniques involved in applications of various analytics tools to business problems and data driven decision making. The insights gained will help in

- Understanding the application of business analytics for improving the quality of decisions within an organization
- Appreciating the use of such tools for a wide spectrum of managerial problems
- Implementing the appropriate tools in real life business problems

PROGRAM HIGHLIGHTS

- Curriculum delivered by a blend of experienced faculty and industry experts
- Lab sessions on R, Minitab and SAS
- Teaching pedagogy involves a proper mix of lectures, case studies and assignments

WHO MAY BENEFIT

The program has been designed for those who are new to business analysis and who work with business analysts, including application developers, systems analysts and business managers. For analysts who need to develop the skills and competencies and desire an in-depth understanding and grasp of key techniques, this Program takes the practitioners to the next level.

COURSE CONTENT

- **Part I: Preliminaries**
  - Introduction to Business Analytics
  - Data Summarization
  - Exploratory Data Analysis

- **Part II: Statistical Analysis**
  - Probability Distributions
  - Testing of Hypotheses
  - Analysis of Variance

- **Part III: Predictive Modeling Tools**
  - Multiple Linear Regression
  - Logistic Regression
  - Model Evaluation Techniques

- **Part IV: Grouping Methods**
  - Dimension Reduction Techniques
  - Clustering

- **Part V: Time Series Forecasting**
  - Time Series Data
  - Smoothing Methods
  - Autoregressive Models

FACULTY

Faculty members of Shailesh J Mehta School of Management, IIT Bombay will conduct the course. Industry experts and academicians from reputed institutes also contribute to the course by giving lectures and presenting real-life cases.

ELIGIBILITY

Working Professionals with minimum 55% marks (or equivalent grade) in Graduation with minimum 2 years of work experience/ Post Graduation are eligible to apply. Preference will be given to the applicants with Graduation / Post Graduation in Mathematics/ Statistics / Operations Research and experience in the broader domain of Analytics. Screening and selection will be done by the course coordinator.
VENUE FOR CLASSES
Classes will be held at IIT Bombay.

LECTURE NOTES / BOOKS
To fully realize the objectives of the course, the lecture notes/slides will be made available to the participants during the programme.

ACCOMMODATION
No accommodation will be provided.

COURSE FEES
Rs.100000/- per participant inclusive of Service Tax. No income tax to be deducted at source from the course fee, as IIT Bombay is exempt from the same.

IMPORTANT DATES
Registration last date: 20th June 2018 (Wednesday)
Course starting date: 7th July 2018 (Saturday)
The programme is spread over 14 weekends and the lectures will be held on Saturdays from 9.00 am to 1.30 pm with half an hour tea break.

Note: Registration with incomplete information will not be entertained.

Please note that Certificate of Participation would be issued to the candidates who have registered and participated in the course.

After registering online, please send the scanned copies of the following documents to analytics@som.iitb.ac.in
1. Copy of Graduation / Post Graduation Marksheet
2. Copy of Last Degree Certificate
3. Work profile not exceeding 100 words
4. Passport size photo

CEP Short Term Course on
Analytics for Management
July – November 2018

Coordinator
Prof. Usha Ananthakumar
Shailesh J Mehta School of Management

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