Advanced Analytics for
Management

September 24-29, 2018

Executive Education
Indian Institute of Management Ahmedabad

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Objectives

Analytics involves the extensive use of data, statistical analysis, predictive modeling and fact-based organizational culture to drive decisions and actions.

Why analytics? Currently, companies competing in the same industry offer similar kind of products and use comparable technology. High performance business processes are thus the only places where companies can differentiate. Many of the previous bases of differentiation are no longer available. The advantage of a unique geographical location no longer matters greatly, given that global competition and protective regulations are no longer strong deterrents. Proprietary technologies can be copied in no time and breakthrough innovation in products, processes or services is becoming more difficult with the passage of time. What is left as the only basis of competition is the constant improvement of business processes and making the right business decisions in the shortest time possible. Analytics can help organizations that want to improve the efficiency and effectiveness of their processes.

What are the business processes where analytics can help? Analytics can support almost any business process. To name a few, customer-based processes like customer segmentation, customer acquisition, customer retention, dynamic pricing, supplier-facing processes like capacity planning and demand-supply matching, financial processes like selecting a portfolio of products, credit card scoring and future value analysis, and finally, human resource processes like recruiting and nurturing talents and selecting and managing vendors.

In its current state, the subject of analytics is cross-disciplinary with inputs coming from the subjects of statistics, computing and management. This programme will provide participants with an overview of the concepts and advanced techniques that are currently being used in business as well as give a glimpse of some techniques that have high potential for use in the near future. The sessions will be application oriented with case studies and hands-on sessions to make the participants get a feel for the techniques.

Programme Highlights

The following topics will be covered (but will not be limited to) in the programme:

- Clustering Techniques
- Classification Techniques
- Forecasting
- Text Mining
- Data Visualization
- Regression Modeling
- Bayesian Data Analysis
- Selected Advanced Topics

Participants' Profile

This programme is intended to enable practitioners, managers and decision-makers to use advanced analytics for better decision-making and to gain an in-depth understanding of these concepts using hands-on technique(s) and by relating them to business cases. The programme may also be of interest to participants from various analytics organizations to better understand the underlying concepts of these advanced techniques. An aptitude for quantitative modelling and some prior experience in use of analytics is desirable.

Pedagogy

The teaching methodology for this programme will be an appropriate mixture of classroom teaching, hands-on experiments, case discussion, identification of best practices, in-class participation, group reading and presentations, guest lectures and panel discussion.

Faculty

- Dutta, Goutam
- Jaiswal, Anand Kumar
- Krishnamoorthy, Srikumar
- Laha, Arnab Kumar (Faculty Chair)
  Email: arnab@iima.ac.in
- Ranganathan, Kavitha
- Sahay, Arvind
- Sriram, Karthik

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **September 10, 2018.** The last date for early bird discount is **September 4, 2018.**

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education
Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4461 to 69 and 4472 to 77
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee and Payment

INR 140,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **September 10, 2018.** In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

A. Electronic Fund Transfer:

1. Name of Beneficiary:
   Indian Institute of Management Ahmedabad

2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
   (IFSC:YESB0000007, SWIFT Code: YESBINBB)

3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)

4. Purpose of Remittance:
   Advanced Analytics for Management

5. IIMA Permanent Account Number (PAN):
   AAATI1247F

6. IIMA Tax Deduction Account Number (TAN):
   AHMI00189A

7. IIMA GST Registration Number:
   24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

B. Payment Gateway:

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed.

Discount

Early Bird Discount: Nominations received with payments on or before **September 4, 2018** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

* Two-Year Post Graduate Programme in Management (equivalent to MBA)
* Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
* Fellow Programme in Management (equivalent to Ph.D.)
* One-Year Post Graduate Programme in Management for Executives
* Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
* Faculty Development Programme for teachers in universities and colleges
* Two-Year Online Post Graduate Programme in Management (ePGP)

The Institute has 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

* Business Policy
* Communications
* Economics
* Finance and Accounting
* Human Resource Management
* Information Systems
* Marketing
* Organizational Behaviour
* Production and Quantitative Methods
* Public Systems Group

Interdisciplinary Centres

* Centre for Gender Equity, Diversity and Inclusivity
* Centre for Innovation, Incubation and Entrepreneurship
* Centre for Management in Agriculture
* Centre for Management of Health Services
* IIMA-Idea Telecom Centre of Excellence
* India Gold Policy Centre
* Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.