



BIG DATA ANALYTICS

February 18-23, 2019



EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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Objectives

IDC estimates that the market for big data and business analytics will grow from \$150Bn in 2017 to more than 203Bn in 2020. Despite significant market potential, there is a dearth of analytical talent – data scientists (akin to the Wall Street quants of the 1990s), analysts and managers – to leverage the economic value of big data.

Big data analysis is likely to fuel the next wave of growth in productivity, innovation, and competition in the market place. The organisations ability to unlock the potential of big data and lead in the market place will be largely determined by its ability to tackle major hurdles in effectively managing big data – identifying the business use case, hiring, nurturing and retaining the right analytical talent for conducting big data analytics, and embracing data driven culture for making business decisions.

This programme aims to help the participants to build a solid foundation on big data. It will enable the participants to learn, design and build big data analytic solutions to solve business problems and improve decision making. The programme will also help participants to understand various issues, challenges and best practices in implementing big data analytic solutions in organisations.

Programme Highlights

The programme aims to cover the following three key modules:

Data management infrastructure

- Fundamentals of data management
- Data modeling and management for big data
- Technology infrastructure for big data: DFS, Map reduce & Hadoop

Analytics

- Fundamentals of analytics: Classification, clustering and rule mining
- Personalization in e-commerce (recommender systems)
- Mining unstructured data (text, image and social network)
- Visual analytics: Basic and advanced constructs
- Exploratory visual analytics for understanding large data sets
- Design and development of dashboards

Analytic Strategies

- Strategies for analytics
- Building and managing analytic organisation
- Communicating the analytic results and storytelling with data

Pedagogy

Mix of pedagogies including case discussions, lectures, exercises, presentations, and lab sessions.

Participants' Profile

The programme is meant for:

- a. Analytic professionals/Data scientists/Functional managers with 3-10 years of industry experience
- b. Participants with prior exposure to analytics are preferred

Faculty

- Khera, Reetika
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- Krishnamoorthy, Srikumar (Faculty Co-Chair)
Email: srikumark@iima.ac.in
- Ranganathan, Kavitha (Faculty Co-Chair)
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- Sugathan, Anish
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Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **February 4, 2019** and last date for early bird discount is **January 28, 2019**.

Organisational 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 attending all the sessions of the programme.

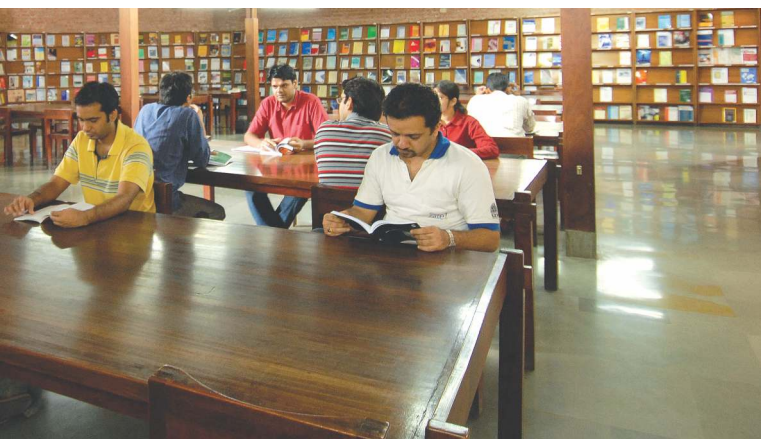
Venue and Accommodation

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

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

Programme Fee and Payment

INR 1,50,000 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 **February 4, 2019**. 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/ organisation 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 organisation)
4. Purpose of Remittance:
Big Data Analytics
5. IIMA Permanent Account Number (PAN): AAAT11247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number:
24AAAT11247F1Z4 (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 in our website (www.iima.ac.in/exed).

Discount

Early Bird Discount: Nominations received with payments on or before **January 28, 2019** 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 organisation sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation 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 the 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 enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year, e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has about 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
- Organisational 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.



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद

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