

# Business Analytics for Young Managers

(Certificate Programme under Continuing Education Programme at IIT Delhi)

15-18 June 2023 \* In-person classes



Dept of Management Studies

Indian Institute of Technology Delhi

# Business Analytics for Young Managers

(Certificate Programme under Continuing Education Programme at IIT Delhi)

## Objective

The programme is designed for people with two or three years of experience and is keen to learn about the business analytics domain. On successful completion of the Programme, the participants will be able to: appreciate different types and forms of data & their analysis; undertake small data analytics – descriptive and inferential statistics; become familiar with the advanced analytics methods - data scrapping; text mining; AIML Classification modelling; Neural networks; and understand data visualization methods.

## Duration

15 – 18 June 2023. Four days

## Mode of delivery

In-class & in-person classes

## Venue

Dept of Management Studies, Indian Institute of Technology Delhi.

## Participants

Graduation in any discipline. Two or three years of work experience is desirable. Basic knowledge of mathematics will be helpful.

Only 30 seats.

## Certificate

IIT Delhi shall issue a certificate. Sample certificate is [here](#).

## Contents

1. Business Analytics - Approach
2. Business Research Methods 101
3. Operations Research 101
4. Small data / Survey data analysis - Questionnaire to data formats
5. Small data / Survey data analysis - Statistical methods
6. T Test; ANOVA; Correlation; Regression
7. Cluster Analysis
8. Qualitative data analysis - Content analysis
9. Scrapping data to analysis / Text mining
10. Experiments and observational data & analysis
11. Basic Artificial Intelligence/ ML Classification Modelling & its Business Applications
12. Blockchain & world of crypto; NFT
13. Social Network analysis
14. Data visualization
15. Case study applications
16. Advanced AI/ Machine Learning - Neural Networks and Beyond

## Fees

INR 29990 + 18% GST (INR 5399)

Includes: Training material, Two teas, and lunch at IIT Delhi on all training days.

## Apply

Application form is here: <https://tinyurl.com/BAYMIITD> or click [here](#). Please keep your academic degree copy ready to be uploaded.

## Course Coordinator

Prof. P. Vigneswara Ilavarasan. [vignes@iitd.ac.in](mailto:vignes@iitd.ac.in) 9910230407

## Dates

Last date to apply online:

1<sup>st</sup> June 2023

Payment of fees:

10<sup>th</sup> June 2023

Announcement of results:

5<sup>th</sup> June 2023

Classes:

15-18 June 2023

## Instructors



**Prof. P. Vigneswara Ilavarasan** (PhD - IIT Kanpur) is Abdulaziz Alsagar Chair Professor at the Dept. of Management Studies, Indian Institute of Technology Delhi. He researches and teaches about the interaction of information and communication technologies (ICTs), society, and business. He is one of the top 2% cited researchers in the world in 2022 by Stanford Elsevier study. Dr. Ilavarasan has been a Visiting Research Fellow at United Nations University - School of Computing and Society (Macau) and School of Management, Curtin University (Perth). He is a recipient of the Outstanding Young Faculty Fellowship Award at IIT Delhi. He has received large research grants from DST (Govt of India), ICSSR (India), IDRC (Canada), Oxford Analytica (UK), IPTS (European Commission), CIPPEC (Argentina), and PricewaterhouseCoopers (PwC). His research has appeared in all the leading international journals and conferences of repute.



**Prof. Shivendu Pratap Singh** (PhD - University of Pittsburgh, USA) is Assistant Professor at the Department of Computer Management and Information Systems (CMIS), Southern Illinois University, Edwardsville, USA. His area of research includes technology innovation and management, information security and privacy and open-source software development.

He has published in top journals information systems and operation management like Journal of Operations Management and Journal of Strategic Information Systems. His research is awarded at INFORMS, premier body of information systems and management science. He has been nominated for university wide best teaching award from 2019 to 2022 at the University of Waikato, New Zealand. He has developed and convened coursework in business analytics and project management for various universities. Earlier, he had worked as datacentre architect in Wipro technologies and has vast experience in data analytics and project management.