



Online Programme -
Live Sessions



SPJIMR Delhi Centre August 10-13, 2021

Programme Overview

Business analytics refers to the way in which enterprises use data to gain insights and make better decisions. The ability to use data effectively to drive rapid, precise and profitable decisions has been a critical strategic advantage for diverse companies. With the increasing availability of broad and deep sources of information – the “Big data” – business analytics is becoming an even more critical capability for enterprises of all types and all sizes. This modular programme is designed to showcase the virtually unlimited opportunities that exist today to leverage the power of business analytics and in particular self-service analytics for business managers. The programme will help gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making using selected business analytics software.

Programme Strength

SPJIMR, being based in Mumbai, has a location advantage of industry sourcing expertise and knowledge. SPJIMR has partnerships with renowned American and European universities, which opens up opportunities to collaborate with their academicians for research and thought leadership. Many of the SPJIMR Professors teach in these universities as well. Information Management as one of the specialization is a key strength for the area of Analytics.

Analytics for Business

Programme Objectives

The coverage of this programme will be an introduction to analytics for business, the components of business analytics and techniques like Data Mining, Text Mining and Data Visualisation.

By the end of this programme, participants will be able to:

- To understand the importance of Business Analytics and its impact on business value and performance.
- To develop a different way of thinking about available data and how it can be used to impact managerial decision making
- To gain an understanding about the current practices and platforms in data mining, text mining and data visualisation used to transform the changing business data into insight information and support business decision making

Who Should Attend

This programme is designed for middle to senior-level managers who would want to make decisions using analytics to formulate and solve business problems.

Programme Content

- Understand the emergence of business analytics as a competitive strategy
- Understand the critical capabilities for business analytics in an organisation
- Understand the use of analytics in customer analysis, marketing, finance, operations and supply chain management
- Using data mining & text mining models for predictive and decision analysis.
- Understand the importance of self-service analytics
- Learn data visualisation and storytelling through data.

Programme Pedagogy

The various modules will be delivered through a mix of pedagogical tools as appropriate to topics by a faculty team. It will be delivered through action and experiential learning - class discussions, use cases across different verticals and functions, group presentations and hands-on workshops. Selected readings and articles will be shared in the class.



Programme Duration: 4 hours per day x 4 days

Certificate of Participation:

A certificate of successful participation by S.P. Jain Institute of Management & Research (SPJIMR) will be issued to each delegate at the completion of the program.

About SPJIMR:

Counted amongst the leading Management Schools today, SPJIMR was inaugurated in 1981 by the then British Prime Minister, the Rt. Hon. Margret Thatcher. Today it is counted among the top 5 B schools of India. In addition to our Mumbai campus, we also have a state-of-the-art Executive Education Centre in Delhi.

We are a part of the Bharatiya Vidya Bhavan and function as an autonomous Institute with entrepreneurial agility. Our guiding principles are to influence practice and promote value-based growth. We build on this through pedagogic innovations and pioneering programmes, which have helped us carve a unique and distinctive path in management education. SPJIMR has been recognized for its innovative programmes by global accreditation bodies-AACSB and AMBA.

Our salient features are as follows:

- 40 years legacy of management education
- 25+ years of executive education
- Over 10,000+ alumni,
- 100+ Corporate Partners,
- 50+ Global Partners,
- Renowned faculty with extensive corporate experience
- Globally recognised among top 5 B-Schools from India

**Fees: Rs 25,000 per participant + taxes
(Early Bird and Group Discount applicable)**

Programme Directors



Prof. Aditi S Divatia

Associate Professor, Information Management
Head - Alumni Relations

Dr. Divatia is Associate Professor in the Information Management Area, and has over 20 years of academic experience and 6 years of consulting experience. She has completed her PhD from BITS Pilani in the area of Business Intelligence & Analytics. Her areas of interest are Business Analytics, Database Management, Business Intelligence, Business Analytics, Enterprise Architecture, TOGAF, Business Process Analysis, Management Information Systems, Strategic Business Process Analysis etc.



Dr. Anil Vishnu Vaidya

Professor,
Area Head- Information Management

Dr Anil Vaidya is a Professor in the Information Management Area and has been an industry practitioner for 33 years, predominantly in CIO roles in MNCs such as Philips, Rhone-Poulenc and Parke-Davis. In the past eight years, Dr Vaidya has been a full-time academician and has taught several programmes exploring the technological advances of IoT, AI & ML, Blockchain, Big Data and their impact on business and society. He also trains leading corporates with customised programmes on the transformative impact of IoT, AI & ML and strategic digital transformation for their business.

For more information contact-

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