EXECUTIVE DEVELOPMENT PROGRAMME

MICA Presents a One-month Programme on

DATA ANALYTICS

MICA
MUDRA INSTITUTE OF COMMUNICATIONS AHMEDABAD

DATES: SEPTEMBER 16 TO OCTOBER 15, 2009

Venue: MICA Campus, Ahmedabad

INTRODUCTION

There is a major change in decision making approach observed in the last decade. Decision making based on experience and intuition is no longer practised by company managers in today's competitive era. Most of the managers have realised the need of analytical approach or facts-based decision making. Thomas Davenport, a widely acclaimed author and speaker on information and knowledge management, and electronics business and markets, contends that in a complex and dynamic world, analytics is the CEO's best friend.

Another budding industrial segment in data analytics comprises IT enabled services (ITES), business process outsourcing, knowledge process outsourcing, business intelligence, knowledge management and market research.

Today's marketing environment is faced with more complex problems and opportunities than ever before. Managers need to make strategic decisions about various issues pertaining to the organisation's marketing problems: segmentation, new product launch, pricing, competitor analysis, advertisement effectiveness, packaging options and so on.

This programme on Data Analytics focuses on the objective ways of arriving at accurate and useful information through the application of data analytical tools to assist strategic decision making.

The programme leans on practical and conceptual approaches that will be addressed through the sophisticated data analysis software SPSS/PASW. It aims at providing good understanding and hands-on experience of the application of appropriate data analysis tools that are imperative in making effective decisions.

OBJECTIVES

- Develop an analytical approach to retail decision making
- Develop skills and perspective in junior and middle level executive in the data analytic industry
- Foster objective data analysis strategies
- Apply critical thinking skills to data analysis
- Generate and validate solutions to a problem
- Clearly articulate and communicate findings.

TARGET AUDIENCE

- Researchers who want to learn data analytics,
- Post graduate students who want to learn application of data analytics,
- Working managers who want to improve their decision making.

CONTENT

Data collection, Data management and Data summarisation.

BASIC STATISTICS
Sampling methods and sampling distributions, Testing of hypothesis

DEPENDENCE METHODS
Linear and non-linear regression analysis, Multiple regression analysis, Logistic regression, Discriminant analysis, Conjoint analysis and Interaction detection methods.

INTERDEPENDENCE METHODS
Factor analysis, Cluster analysis, Correspondence analysis, Multidimensional scaling and Structural equation models.

FORECASTING METHODS
Moving average, Exponential and decomposition methods. ARIMA models and neural network models, Presentation and report writing for quantitative analysis.

PEDAGOGY

Appropriate combination of classroom teaching, guest lectures by experts, hands-on exercises, exercises in small groups and case analysis. Individual feedback and discussions will be encouraged. Hands-on training on the latest version of SPSS/PASW will be an important feature of the programme.

COORDINATOR

DR VINA VANI

Dr Vina Vani is a Professor in Quantitative Techniques at MICA. She has a Ph.D in Statistics and has 35 years experience in research and teaching in management schools. Dr. Vani is a core team member of the MICA market ratings developed by MICA, and has organised several MDPs in the area of Data Analytics and Quality Management.

REQUIRED DOCUMENTS

- Graduation certificate
- Statement of purpose
- Experience certificate
- Two Passport size photographs
- Application form along with application fee

PROGRAMME FEE

RESIDENTIAL

INR 40,000 (Includes boarding and programme kit)

NON-RESIDENTIAL

INR 25,000 (Includes lunch, high tea and programme kit)

Nomination(s) for the programme in the enclosed Por forma accompanied by local cheque/bank draft payable to 'Mudra Institute of Communications, Ahmedabad' should be sent to Prof. Vina Vani at the address given below. Last date for receipt of forms is September 15, 2009. In case of subsequent withdrawal or cancellation of nominations no refund will be allowed. However substitutes may be permitted with prior intimation.

Early Bird Discounts:
INR 1000/-
for delegates registering on or before August 15, 2009

One complimentary nomination on non-residential basis for every group of three nominations from the same organisation.

Students will be given special discount.

ACCOMMODATION

Accommodation of AC room on twin-sharing basis will be available from September 16 to October 16. Accommodation for additional days will be subject to availability on extra payment.

For further information contact:

Dr. Vina Vani
Facilitator and Workshop Coordinator
Email: vina@mica.ac.in

Data Analytics Programme
Mudra Institute of Communications, Ahmedabad (MICA)
Shela, Ahmedabad – 380058, Gujarat
Tel: (02717) 308250 Fax: (02717)308349
Website: www.mica-india.net

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DATA ANALYTICS

September 16 to October 16, 2009, at MICA Campus, Ahmedabad

NOMINATION FORM

Completed registration forms should be sent to:
Data Analytics Programme
Mudra Institute of Communications, Ahmedabad (MICA)
Shela, Ahmedabad – 380 058, Gujarat INDIA
Tel: (02717) 308250, 237946 to 51
Fax: (02717) 308349
email: vina@mica.ac.in

Name _____

Age _____ **Gender** Male ☐ Female ☐

Educational Qualification (Highest Degree Obtained) _____

Designation _____

Name of Organisation _____

Address for Correspondence _____

PIN _____ City _____ State _____

Phone No. _____ Fax No. _____

Mobile No. _____ E-mail _____

Your expectations from the programme: _____

Payment Details Residential ☐ Non-residential ☐

Cheque/Demand Draft No. _____ Dated _____ For Rs. _____

In favour of **Mudra Institute of Communications, Ahmedabad,** payable at Ahmedabad.

Signature of the Participant _____ Date _____

In case of more than one participant, kindly use photocopies of the registration form.