INTRODUCTION

Trained, competent professionals in Analytics and Management are very much in demand. Analytics has become a major driving force and is closely aligned with the core competency for most of the industries today. Its impact on management has created a demand for an entirely new array of leaders. These emerging knowledge leaders must be able to effectively and efficiently guide their organizations into the future, by continuing technical advancements and increasing reliance on analytics to remain competitive in business. Completing the programme will ensure that the participant demonstrates to their potential or current employer that they understand and appreciate the various approaches of analytics to deliver real benefits.

BROAD OBJECTIVES

This course is designed to give fundamental knowledge of principles, concepts, and techniques involved in applications of various analytics tools to Business research and Managerial decisions. The insights gained will help in

- Understanding the application of business analytics for improving the quality of decisions within an organization
- Appreciating the use of such tools for a wide spectrum of managerial problems
- Implementing the appropriate tools in real life business problems

PROGRAM HIGHLIGHTS

- Curriculum delivered by a blend of experienced faculty and industry experts
- Lab sessions on SAS Enterprise Guide, R, Stata / Minitab
- Teaching pedagogy involves a proper mix of lectures, case studies and assignments

WHO MAY BENEFIT

The program has been designed for those who are new to business analysis and who work with business analysts, including application developers, systems analysts and business managers. For analysts who need to develop the skills and competencies and desire an in-depth understanding and grasp of key techniques, this Program takes the practitioners to the next level.

COURSE CONTENT

Part I: Preliminaries
- Introduction to Business Analytics
- Data Summarization
- Exploratory Data Analysis

Part II: Statistical Analysis
- Probability Distributions
- Testing of Hypotheses
- Analysis of Variance

Part III: Predictive Modeling Tools
- Multiple Linear Regression
- Logistic Regression
- Model Evaluation Techniques

Part IV: Grouping Methods
- Dimension Reduction Techniques
- Clustering

Part V: Time Series Forecasting
- Time Series
- Autoregressive Models
- Panel Data Models

FACULTY

Faculty members of Shailesh J Mehta School of Management, IIT Bombay will conduct the course. Industry experts and academicians from leading business schools also contribute to the course by giving lectures and presenting real-life cases.

ELIGIBILITY

Working Professionals with minimum 55% marks (or equivalent grade) in Graduation with minimum 2 years of work experience / Post Graduation are eligible to apply. Preference will be given to the applicants with Graduation / Post Graduation in Mathematics / Statistics / Operations Research and experience in the broader domain of Analytics. Screening and selection will be done by the course coordinator.
VENUE FOR CLASSES
Classes will be held at SJMSOM, IIT Bombay.

LECTURE NOTES / BOOKS
To fully realize the objectives of the course, the lecture notes/slides will be made available to the participants during the programme.

ACCOMMODATION
No accommodation will be provided.

COURSE FEES
Rs.97000/- per participant inclusive of Service Tax.
The demand draft should be drawn in favour of “The Registrar, IIT Bombay- CEP Account” payable at Mumbai. No income tax is to be deducted at source from the course fee, as IIT Bombay is exempt from the same.

IMPORTANT DATES
Last date for receipt of registration form along with Course fees and necessary documents: 31st May 2017 (Wednesday)
Course starting date: 1st July 2017 (Saturday)
The programme is spread over 15 weekends and the lectures will be held on Saturdays from 9.00 am to 1.30 pm with half an hour tea break.

Note: Incomplete application forms will not be entertained.

Please note that Certificate of Participation would be issued to the candidates who have registered and participated in the course.

Completed registration form along with the necessary documents as listed in the registration form should be sent to the course coordinator at the following address:

Prof. Usha Ananthakumar
Course Coordinator,
Shailesh J Mehta School of Management, IIT Bombay,
Powai, Mumbai – 400 076.
Phone: (022) – 2577781/8781 / Fax: (022) – 25722872
Email: analytics@som.iitb.ac.in

CEP Short Term Course on Analytics for Management

July – November 2017

Coordinator

Prof. Usha Ananthakumar
Shailesh J Mehta School of Management

Office of Continuing Education & Quality Improvement Programmes

Indian Institute of Technology Bombay
Powai, Mumbai – 400 076
NAME (BLOCK LETTERS): _________________________________________________________________

Age: ___________ Yrs.          Gender: Male / Female

DESIGNATION: ___________________________ ORGANIZATION: ______________________________________

MAILING ADDRESS: ____________________________________________________________________________
______________________________________________________________________________ ________________

TELEPHONE: (O) ______________________ (R) _____________________ FAX:_____________________________

MOBILE: ___________________________ EMAIL: ___________________________

QUALIFICATIONS : ____________________ EXPERIENCE : __________ Yrs.

EDUCATIONAL QUALIFICATIONS: (Start with H. Sc. or equivalent)

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WORK PROFILE: (START WITH LATEST)

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PAYMENT DETAILS: D.D. No.:____________________ Dt. __________________________ Rs.97000/-

[Demand draft should be drawn in favour of "The Registrar, IIT Bombay (CEP A/c)"]

DOCUMENTS ENCLOSED:
1. Copy of Graduation / Post Graduation Marksheet
2. Copy of Last Degree Certificate
3. Work profile not exceeding 100 words
4. Sponsorship letter from the organisation (if sponsored)

Date: ______________________       Signature of Applicant ______________________