

## 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. Industry experts also contribute to the course by giving lectures and presenting real-life cases. 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. These techniques are concerned with describing and analyzing data using basics of statistical methods, regression, multivariate statistical procedures and concepts of time series. The objective of these methods includes prediction, data reduction or simplification, grouping the data, investigation of the dependence among variables and hypothesis testing to validate assumptions. The insights gained will help in appreciating the use of such tools for a wide spectrum of managerial problems.

## COURSE CONTENT

Introduction to Statistics, Probability Distributions, Testing of Hypotheses, Chi Square Tests, Analysis of Variance, Correlation, Regression, Multiple Regression, Aspects of Multivariate Analysis, Factor Analysis, Cluster Analysis, Discriminant Analysis, Time Series Analysis, Autoregressive Processes, Moving Average Processes, Mixed Autoregressive Moving Average Processes, Autoregressive Integrated Moving Average Processes, Panel Data Models.

## 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.

## ELIGIBILITY

Working Professionals with minimum 55% marks (or equivalent grade) in Graduation and minimum two years of work experience are eligible to apply. Preference will be given to the applicants with graduation in Mathematics/ Statistics / Operations Research and/or industry sponsored applicants. 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.

## FACULTY

Faculty members from Shailesh J Mehta School of Management of IIT Bombay will conduct the course.

## ACCOMMODATION

No accommodation will be provided.

## COURSE FEES

### **Total Course Fees: Rs.85500/- per participant**

(Rs.75000/- plus Rs.10500/- towards Service Tax @14.00%)

Note: Service tax rate subject to change as per Government of India rules

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: **30<sup>th</sup> June 2015 (Tuesday)**

Course starting date: **1<sup>st</sup> August 2015 (Saturday)**

The programme is spread over 4 months approximately 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  
Indian Institute of Technology Bombay,  
Powai, Mumbai – 400 076.  
Phone : (022) – 25767781/8781  
Fax : (022) – 25722872  
Email : [analytics@som.iitb.ac.in](mailto:analytics@som.iitb.ac.in)



CEP Short Term Course on

# **Analytics for Management**

**August – November 2015**

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

REGISTRATION FORM

CEP Short Term Course on

Analytics for Management

August – November 2015

PASSPORT SIZE PHOTO

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)

Degree	Year of passing	Subjects	Percentage	Rank (if any)

WORK PROFILE: (START WITH LATEST)

Company Name	Designation	Job Responsibilities	Duration

PAYMENT: D.D. No.: \_\_\_\_\_ Dt. \_\_\_\_\_ Rs. \_\_\_\_\_

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

DOCUMENTS ENCLOSED:

- 1. Copy of 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