



IIMC-SAS Training Program on Big Data Analytics

Organized by: IIM Calcutta

VENUE: INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

NOVEMBER 10-13, 2017

IIM Calcutta (IIMC) and SAS Institute India Pvt. Ltd (SAS) have jointly designed a training program on Big Data analytics. The program is scheduled to be held at the Management Development Center (MDC) of IIMC on November 10 - 13, 2017 .

This program sensitizes participants on how companies can harness the potential of Big Data to make more informed decisions and conduct various activities in radically different ways and gain competitive advantage. The program enables participants to analyze business problems, conduct in-depth analysis of the external as well as the internal environment and understand how best to generate strategic business insights. A major thrust of the training program is on blending theoretical case-based knowledge of Big Data analytics techniques with hands-on applications using SAS analytics software.

The objectives of the program are:

- To examine the various applications of analytics in business activities using structured and unstructured data
- To appreciate the challenges faced by companies in their effort to adopt business analytics
- To examine how Big Data plays a crucial role in managing modern organizations
- To develop understanding of doing hands-on traditional business analytics and Big Data analytics using SAS software

Program Outline

Title	IIMC-SAS Training Program on Big Data Analytics
Duration	November 10 - 13, 2017
Venue	Management Development Centre, IIM Calcutta

Day 1: Concept Learning

- *Traditional Analytics and Big Data Analytics*
- *Customer Analytics*
- *Financial Analytics*

Day 2: Hands-on SAS

- *Decision Trees and Neural Networks for Segmentation and Propensity Modeling*
- *Credit Risk Modeling*
- *Market Basket Analysis*
- *Visualization Techniques, GeoMaps, Word Clouds and Forecasting*

Day 3: Hands-on SAS

- *Information Retrieval and its Applications*
- *Forensic Linguistics Analytics Applications*
- *Twitter API Data Download, IP analysis, Twitter Sentiment Analysis*
- *Demonstrations of SAS High Performance Applications Across*

Day 4: Case Studies

- *Managing Analytics and Big Data Projects*
- *Big Data Analytics for Analytical Innovators*



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Registration:

Registration fees for the program are INR 80,000 plus applicable GST per participant. This includes accommodation for three nights, all breakfasts/lunches/dinners/snacks as well as all course material. All participants who have successfully attended the program will be provided a Certificate of Participation bearing the logos of both IIMC and SAS.

Enrollment:

Duly completed application/nomination forms along with the fees (Crossed cheque or Demand Draft in favour of "INDIAN INSTITUTE OF MANAGEMENT CALCUTTA" on a bank in Kolkata) may please be forwarded to the following address:

Prof. Indranil Bose Indian Institute of Management Calcutta Joka, Diamond Harbour Road Kolkata 700 104, India, phone: 033-2467 8300-06

Alternatively, online payment through NEFT/RTGS is also available. Please e-mail Ms. Sutapa Dey (sutapa@iimcal.ac.in) for IIMC bank account details.

Brief profile of the key speakers:



Dr. Indranil Bose is Full Professor of Management Information Systems at the Indian Institute of Management Calcutta. Presently he acts as the Co-ordinator of the Case Research Center at IIM Calcutta. In the past he has acted as the Founding Chairperson of the Program leading to the Post Graduate Diploma in Business Analytics offered by IIM Calcutta, IIT Kharagpur and ISI Kolkata and also Advisor of Analytics for the State Bank of India. His degrees include BTech (Hons.) from the Indian Institute of Technology, Kharagpur, MS from the University of Iowa, and MS and PhD from Purdue University. He has published 150+ papers in well-regarded journals and international conferences in the areas of business analytics, Big Data, and innovation management. According to the journal Communications of AIS, Prof. Bose is ranked 29th globally for publications in 11 top-tier IS journals in 2005-2014. He is also rated as the faculty member with highest research productivity in terms of quality and quantity among all academics in all Indian management schools in 2004-2014, according to a research article published in the journal Omega.



Dr. Sunil Bhardwaj is Certified Data Scientist and has been working in the area of analytics and data science for the past 12 years. Presently he is working with SAS as Senior Analytics Consultant (Education). He has worked with companies like KPMG earlier. Sunil has handled mentoring of clients of SAS both in the Asia-Pacific region and Europe. He has diverse experience in SAS technologies ranging from Basic Programming to Industry Solutions. In the area of analytics he has handled assignments in High Performance (Big Data), Predictive Modeling, Forecasting, Operations Research and Design of Experiments.

Contact us:

If you have any question about the program and enrollment guidelines please contact:

Ms. Sutapa Dey (Ph.: +91 33 24678300-06 (Ext. 1147)), e-mail: sutapa@iimcal.ac.in

Program timing

The program will start at 1 pm on November 10. It will run for 8 hours on November 11 and 12. There may be preparatory works and assignments that need to be completed in the evenings of the program days. The program is residential only and accommodation is provided for participants on November 10, 11 and 12. The program ends at 2 pm on November 13. Participants may make their travel plan accordingly.

Target audience

This program will be beneficial for all levels of managers in organizations belonging to a variety of industrial sectors. The only requirement for participants will be a preliminary knowledge of computing.

Accommodation & facilities

The program will be held at the Management Development Center (MDC), our on-campus self-contained executive education facility. The Institute campus is situated around 35 kilometres away from the Kolkata Airport and around 20 kilometres from the Howrah Railway Station among sylvan surroundings at the outskirts of Kolkata. Pre-paid taxi facilities are available round the clock from both these locations.

Participants will be provided air-conditioned single room (with attached bath) accommodation at the MDC with a choice of vegetarian and non-vegetarian food.