



# MANAGEMENT DEVELOPMENT PROGRAMME

## BIG DATA ANALYTICS: STRATEGIC CHALLENGES AND MANAGERIAL INTERVENTIONS



Dates

July 23 - 28, 2018



Programme Director

**Prof. Indranil Bose**



Venue

Management Development Centre (MDC),  
IIM Calcutta Campus  
Diamond Harbour Road, Joka  
Kolkata – 700104  
Phone: 033 2438 0500 (D) /  
2467 8300-06 (B), Extn. 6000

## INTRODUCTION:

Big Data technologies have made it possible for companies to obtain newer and deeper insights into market behavior trends and preferences compared to what traditional analytics provided. With increase in the volume, variety and velocity of data being stored, collectively known as 3Vs, a large number of new data science techniques for carrying out predictive analytics on them have been developed. This program sensitizes participants on how companies can harness the potential of Big Data analytics to make more informed decisions, conduct various activities in radically different ways and create value and business growth. The program enables participants to diagnose business problems captured in structured and unstructured data, conduct in-depth analysis of the external as well as the internal environment and understand how best to generate strategic business insights that leverage Big Data analytics. It introduces participants to Big Data technologies like predictive analytics, information retrieval, Hadoop, MapReduce, etc. The program aims to raise awareness of participants about the challenges of leadership in visioning and managing Big Data projects and creating sustainable impact on a firm's operations and performance.

## OBJECTIVES:

The key objectives of the program are:

1. Know what is Big Data and how business analytics can make use of Big Data for creating value.
2. Determine how Big Data analytics can generate actionable insights for firms.
3. Understand how firms can leverage structured and unstructured data through analytics for effective decision making.
4. Learn analytics tools and techniques for storing and analyzing Big Data in real-time.
5. Learn about the challenges faced by leadership in visioning and executing Big Data projects for ROI.
6. Develop an understanding of global best practices in Big Data analytics.

## KEY TOPICS:

- The changing world of business and growing importance of real-time insights to support strategic decision making for gaining competitive advantage.
- Technologies for traditional analytics and Big Data analytics in the digital era.
- Understanding how companies generate big insights from Big Data through case studies in finance, operations, marketing and human resources.
- Structured and unstructured data analytics tools and techniques like SPSS/SAS.
- Execution strategies for Big Data using Hadoop, MapReduce and Spark.
- Leadership and organizational challenges for transforming organizations through Big Data analytics.

## PEDAGOGY:

This program will consist of lectures, case studies, and team based exercises. The lectures will include conceptual knowledge delivery about the topic, and focus on key definitions, foundations, and challenges faced in Big Data analytics. The lectures will be supplemented with videos, and discussion of current events. This will be followed by discussion on current business practice and issues involved in those practice. To understand the concepts learnt during the lectures better, real-life case studies will be discussed as well. Participants will be prompted to share their knowledge and experience about the particular topic, and come up with meaningful and reasonable decisions to solve the dilemmas faced by the organizations depicted in the case studies. The decisions will tie up concepts related to technology, strategy, execution, management, and assessment of Big Data analytics and help participants understand its benefits.

## WHO MAY ATTEND:

The program is designed for those engaged at middle and senior management levels in organizations and who are interested in creating a blueprint of a Big Data strategy for their company. The course will cover managerial as well as technical content assuming that participants will play the role of leaders driving Big Data projects in their firms.

## PROGRAMME DIRECTOR:

**Dr. Indranil Bose** is Full Professor of Management Information Systems at the Indian Institute of Management Calcutta. Presently he is Co-ordinator of the Case Research Center at IIM Calcutta. He has acted as Chairperson of Post Graduate Diploma in Business Analytics, Co-ordinator of the MIS Group, and Advisor of Analytics at the State Bank of India. Previously he was a faculty member at the University of Hong Kong, University of Florida, and the University of Texas at Arlington. Dr. Bose has extensive teaching, research, consulting, and case writing experience in the fields of business analytics, digital technologies, and information strategy. 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, telecommunication, innovation, and information security. Among these 70 papers have appeared in top-tier peer-reviewed journals. He is also the author of several teaching cases published by the Asia Case Research Center (ACRC) and cross-listed with the Harvard Business School Press and The Case Center. In two recently published articles, he was ranked as the 29th most productive researcher in the world in terms of publication in top-tier journals in Information Systems (2005-2014) and the most productive researcher in terms of quality and quantity among all academics across all disciplines in Indian management schools (2004-2014). Dr. Bose serves on the editorial board of more than a dozen top-tier international journals in the areas of Information Systems and Decision Sciences such as Communications of the AIS, Decision Support Systems (Senior Editor), Information & Management, Information Technology Management, Journal of Database Management, Decision Analytics etc. He is frequently included as a program committee member for major international conferences in ICT. Prof. Bose is often invited as a keynote, distinguished, or honorary speaker at academic and practitioner conferences as well as academic institutions around the world.

## PROGRAMME DURATION: July 23 - 28, 2018

Programme Commencement: 9:00 AM on July 23, 2018

Programme Conclusion: 2:00 PM on July 28, 2018

**Venue:** Management Development Centre (MDC), IIM Calcutta campus

- For Residential participants, accommodation is arranged from the evening of July 22, 2018
- The Reception at MDC is manned round the clock.
- The Programme will be over by 2.00 p.m. on the last day. Participants are requested to make their travel plan accordingly.

## PROGRAMME FEES:

- The Programme fee for each residential participant will be ₹ 100,000/- plus **applicable taxes and cess**, which will cover the cost of board and lodging, course delivery, programme kit, course materials, etc.
- We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode. Still, in case a candidate wishes to apply on a Non-Residential basis, the Programme fee for such participant will be ₹10,000/- less than the Residential fee. **Taxes and cess** will be charged as applicable.

**Discount on Programme fees:** A discount of 10% on the Programme fees can be availed by an organisation if it nominates at least 4 participants for a particular MDP.



Please Note:

- Participants would have to make their own travel arrangements.
- Accommodation at IIM-C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider.
- Programme fees are to be paid in 'Advance', prior to the commencement of the MDP.
- In case the programme is being cancelled by IIM-C, programme fees will be refunded in full to the person/organisation concerned.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.

## HOW TO APPLY:

You can apply/nominate your personnel by clicking on the "Apply Now" link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>

Kindly fill in this online form mentioning full details of the participant(s), sponsoring authority/organization, and other specifics. Upon submission of the online form, you will receive an auto generated acknowledgement mentioning a tentative date by which you may expect to hear from us regarding your selection.

The nomination(s) will be forwarded to the Programme Director(s) for her/his/their necessary consideration. Once the candidature(s) is(are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.

**Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.**

Programme fees can be remitted online through Electronic Fund Transfer (**NEFT/RTGS.**)

Upon remitting the fees online, kindly intimate CMDP office with the UTR No./relevant transaction details through email, so that we can connect your remittance to your nomination(s).

As on occasions, the number of applications is more than what we can accommodate, it would be ideal to submit your nominations 6 to 8 weeks prior to the MDP commencement.

Greater preference would be provided to firms that nominate four or more participants.

### Our correspondence address is as follows:

CMDP Office  
Management Development Centre (MDC)  
Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104  
Phone: +91 33 2438 0500/2467 8300-06 (Extns: 6011/6012/6005)  
Email: [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in)

For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in)