



**dms | MNIT**  
**Jaipur**

**Five-Days Workshop**

**BUSINESS ANALYTICS FOR MANAGERS**

**June 12<sup>th</sup>-16<sup>th</sup>, 2023**

**Organized by**

**Department of Management Studies**

**Malaviya National Institute of Technology Jaipur**

(An Institute of National Importance fully funded by the Ministry of Education)



## About the Program

This workshop will be a learning experience for attendees to learn about tools and techniques of business analytics. The course looks at the essential techniques and methodologies used to gather and assess data in different management fields like HR, Marketing, finance, Operations and Supply chain. It will also enable the learners to identify their real problems based on established qualitative and quantitative models. The workshop will enable the attendees to communicate and recommend sound suggestions based on data analysis and analytics principles. This workshop is a series of five-day training sessions to become acquainted with the concept of analytics and how it can aid managers in the decision making process.

The workshop spreads over five days covering the following sub-themes:

### Day 1: Business Analytics

Introduction to Business Analytics

Business Analytics Techniques

Tools for Business Analytics

### Day 2: HR Analytics

Analytics and HR problem

Attrition prediction

Learning and development Analytics

Talent and Performance Management

### Day 3: Marketing Analytics

Customer behavior analytics

Consumer value analytics

Pricing analytics

### Day 4: Financial Analytics

Fundamental of Financial Analytics

Data analytics for financial strategy

Modelling and Prediction

### Day 5: Operations and Supply Chain Analytics

Introduction to SCA

Demand Analytics for Planning and forecasting

Analytics for inventory optimization

Prescriptive analytics in network Decision and Planning

## Resource Persons:

The workshop sessions will be delivered by eminent speakers from different institutions of national importance and leading experts from the Industry.

## Who can apply?

The programme is open to all the stakeholders including students, research scholars, faculty and staff members, representatives from industry, public sector etc. All the registered participants would be given certificate of participation.

## Registration

The applicable registration fee must be deposited online as per the below details.

**Account Name: Registrar (Sponsored Research), MNIT Jaipur**

Bank Name: ICICI Bank

Account No:

676801700388

IFSC Code: ICIC0006768

Branch: MNIT Campus, Jaipur

**After fee submission, save the receipt and register at:**

<https://forms.gle/37gSTaEj3Hbhczs39>

## Fees for the program

Category	Amount
Students	INR 500 + 18% GST = 590
ResearchScholars	INR 750 + 18% GST = 885
Faculty Members	INR 1000 + 18% GST = 1180
Industry Representatives/Others	INR 1500 + 18% GST = 1770

## Important Dates & Timings

Last date of registration: June 10<sup>th</sup>, 2023

Program Dates: June 12<sup>th</sup> – June 16<sup>th</sup>, 2023

Time: 2:30 PM – 5:30 PM

## Venue

Online Sessions through Google Meet/Zoom/MS Teams

**Chief Patron:** Dr Narayana Prasad Padhy, Director, MNIT Jaipur

## Program Convener(s):

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Research Scholar

## About the Department of Management Studies, MNIT Jaipur

The Department of Management Studies (DMS), MNIT Jaipur was started in the year 1996 as a Centre of Management Studies and Industrial Collaboration under self-finance scheme. Since then, DMS has been grooming future business leaders by following a judicious blend of theory and practice, using highly innovative teaching pedagogy. The Department currently offers MBA and PhD (Management) programs. During the last 18 years, around 700 students have completed MBA from this Department. The Department provides an intellectually stimulating environment to the students enrolled in its program. A judicious mix of exposure to theory, practice and experience sharing with industry and subject experts is provided to participants for the all-round grooming. With a combination of a frequently updated curriculum that reflects current industry skill demands, a well-balanced modern pedagogy, infrastructure that supports and enables cutting-edge digital content delivery and experiences, and a faculty with rich experience in teaching, research and consulting, DMS is well-prepared to meet the future challenges of the industry. More details can be found at: [http://www.mnit.ac.in/dept\\_dms/](http://www.mnit.ac.in/dept_dms/)

## About MNIT Jaipur

MNIT Jaipur was established in 1963 by the name Malaviya Regional Engineering College, Jaipur, as a joint venture of the Government of India and the Government of Rajasthan. Subsequently, on June 26, 2002, the college was given the status of National Institute of Technology and, on 15 August 2007, Proclaimed the Institute of National Importance through an Act of the Parliament. The Institute is fully funded by the Ministry of Human Resource Development (MHRD), Government of India. More than 12,000 students have already graduated since its establishment. Extending into an area of over 317 acres of lush greenery, the campus of the Institute is imaginatively laid-out with a picturesque landscape. It presents a spectacle of harmony in modern architecture and natural beauty, which enthralls and inspires. It is a residential campus offering accommodation to faculty, staff, and students. It provides all essential amenities for community living like staff clubs, hospital, bank, post office, community center, school, staff residences, gymnasium, playing fields, guest houses, 24-hour internet connectivity, and canteen, etc. Further details can be seen on its website <http://mnit.ac.in/>

## About Jaipur

Jaipur is the capital of the state of Rajasthan, India. It was founded in 1727 by Maharaja Sawai Jai Singh II, the ruler of Amber, after whom the city was named. It is known as the Pink City. Originally the town was built as per the grid plan interpreted in light of Vedic architecture. Some consider Jaipur as the first planned city in India. Jaipur, enriched in a culture of vibrance, valour, and grandeur, is home to some of the most magnificent pieces of architecture in the country. With architectural marvels like Amber Fort, Nahargarh Fort, Jaigarh Fort, Jal Mahal, Hawa Mahal, City Palace, and Jantar Mantar, along with a vibrant and colorful culture, Jaipur is the most visited on the itinerary of any domestic/international tourist. Recently, the old part of the city (popularly called Pink/Walled City) was named as World Heritage Site by UNESCO. UNESCO, while inscribing it as a World Heritage site, mentioned its heritage value owing to a city of exemplary amalgamation of and inter-change of Hindu, Mughal, and contemporary western ideas that resulted in the form of the city.

