

### Participants' Profile

1. Faculty members of Management & Commerce. 2. Research Scholars. 3. PG Students of Management. 4. Corporate Professionals.

**Registration Fee** : ₹ 300/- (Registration fee includes Programme kit, Lunch & Refreshments)

### Important Dates

Participation Confirmation : September 02, 2016

Programme Date : September 03, 2016

Registration through e-mail before September 02, 2016: [mdp16@kristujayanti.com](mailto:mdp16@kristujayanti.com).

Participants will be given Certificates after all Technical Sessions are over.

### Organizing Committee

#### Patron

**Rev. Fr. Josekutty P. D., CMI**  
Principal

#### Advisors

**Rev. Fr. Augustine George CMI**  
Vice Principal

**Rev. Fr. Lijo P Thomas, CMI**  
Financial Administrator &  
Head, Dept. of Computer Science

**Rev. Fr. Som Zacharia, CMI**  
Director, Library & Development

#### Rev. Fr. Emmanuel, CMI

Faculty, Dept. of Psychology

#### Programme Chair

#### Prof. Aloysius Edward J.

Dean, Faculty of Commerce & Management

#### Programme Coordinator

#### Dr. Vijaya Baskaran

Head, School of Management

### How to reach Kristu Jayanti College, Bengaluru

From Majestic BMTTC Bus Stand – Platform 19 : Bus Route – 292B, 292C

From K.R. Market : Bus Route – 292, 292D, 293C

From Vasanth Nagar/Cantonment Station/Bangalore East Station : Bus Route – 292, 292B, 292C, 292D, 292F, 293C

Nearest Railway Station : Bangalore East ( 8 kms)/Cantonment (10 kms )

By Air : Bengaluru International Airport (28 kms)

Address for Communication

### School of Management (MBA & PGDM)

### Kristu Jayanti College, Autonomous

K. Narayanapura, Kothanur P.O., Bengaluru – 560077, Karnataka, India. Ph : +91-80-28465611 / 28465353 / 28465770  
Fax : +91-80-28445161. Mobile : 91-7204644177 / 91-9449987689 / 91-9632815852 / | e-mail : [mdp16@kristujayanti.com](mailto:mdp16@kristujayanti.com)



# Kristu Jayanti College

**AUTONOMOUS** Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

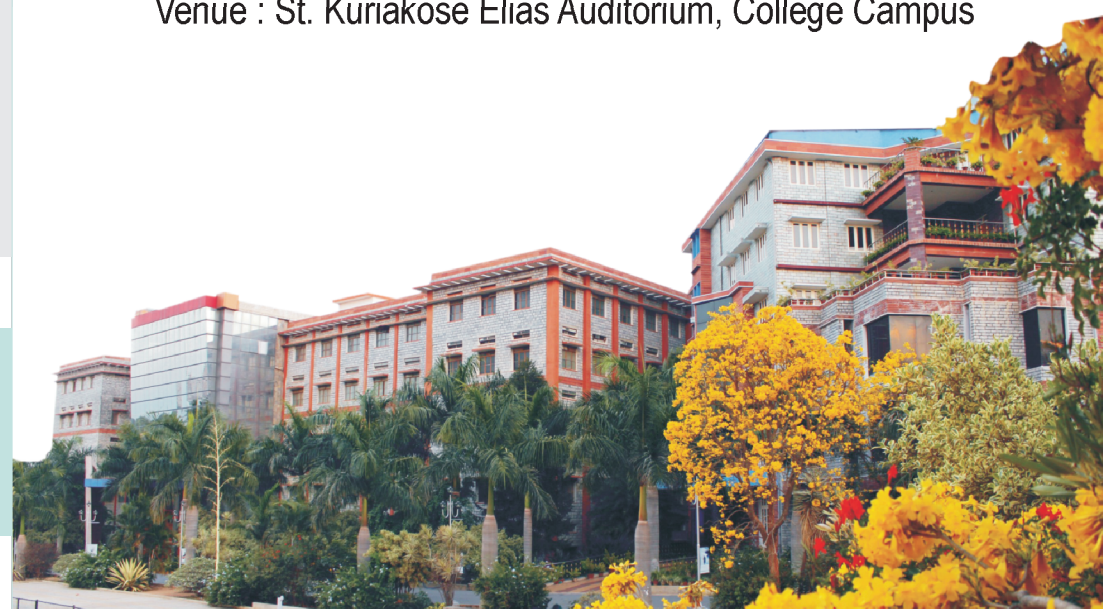
## School of Management (MBA & PGDM)

### Management Development Programme ( MDP) on

# DATA ANALYTICS FOR BUSINESS DECISIONS

## September 03, 2016, Saturday

Venue : St. Kuriakose Elias Auditorium, College Campus



## The Institution

Kristu Jayanti College is an incarnation of the educational dreams of Saint Kuriakose Elias Chavara (1805-1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). He envisioned the sunrise of a renewed humanity through the integral development of mind, body and spirit. The motto of the college, Light and Prosperity, aims at this synthesis and the harmony of the spiritual and the physical, the mind and the body. The curriculum and the co-curricular activities are the basic structures acting as springboards to step into the mystery of human life and beyond.

Kristu Jayanti College is reaccredited by NAAC with 'A' Grade in 2015 and is an Autonomous College under Bangalore University. Housed in a spacious campus, the college incorporates a traditional academic setting with a cutting edge technology. With refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes.

The College is ranked 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> in Commerce, Arts & Science among top 10 Colleges in Bangalore and 16<sup>th</sup>, 22<sup>nd</sup> and 24<sup>th</sup> best Commerce, Science and Arts College in India by India Today Nielsen Survey 2015.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

### SCHOOL OF MANAGEMENT (MBA & PGDM)

School of Management was established in the year 2002 with an objective of shaping young managers to meet the growing demand of management professionals for the industry. The School offers 2 years full time PGDM and the MBA programme affiliated to Bangalore University and approved by AICTE. The School encourages continuous quality interface with industry through internship, projects, workshops, seminars, MDP's, lectures, Six Sigma green belt certification etc. It aims to develop budding managers with a sense of initiative and accountability. It ensures the holistic development of its students, thereby making them intellectually, socially, physically and spiritually balanced human beings. Management programme (MBA & PGDM) is ranked among the top in leading B School surveys.

### ABOUT THE PROGRAMME

Business analytics is radically changing the realm of most successful modern businesses and can be defined as a set of applications, practices, skills, and technologies designed for investigating and analyzing business performance in order to achieve more strategic decision-making and direction and structuring in the future.

Global top data analytics consulting experts are inadvertently forecasting big changes in the world of business intelligence and business analytics in the coming years. Some are predicting an inexorable shift from relying strictly on information technology reports to the development of tools that drive more informed and structured decisions which is pervasive and striking the day to day functioning of firms and markets. Most of such predictions focus on four categories namely faster processing capabilities, mobile applications, more social decision-making models, and more spending on solutions providers a whopping market of US \$17 billion in 2016.

In today's competitive business environment, many organisations want to democratize analytics capabilities via self-service going for inbuilt or inhouse capabilities desperately needing more data scientists. In this background one day MDP on "Data Analytics for Business Decisions" is organised to impart latest business analytical tools used in optimizing business decisions.

### Technical Sessions

<b>Inauguration</b>	<b>09.30 - 10.00 am</b>
<b>Session I : Modern Business Analytical Tools</b>	<b>10.10 -11.30 am</b>
<b>Session II : Emerging Trends in Business Analytics</b>	<b>11.45 am - 01.15 pm</b>
<b>Session III : Business Analytics in Functional Domains</b>	<b>02.15 - 3.45 pm</b>

## Expert Panel



### Shri. Rohit Kumar Cherukuri

#### Strategy Advisory Consultant - IBM

Mr. Rohit has more than 12 years' of experience in Strategic consulting, marketing and sales. Presently he is working at IBM as a strategy advisory consultant – Social Analytics. Prior to this he was leading national marketing initiatives in India for a South African head quartered mobile app company- Mxit, which has more than 50 million users. He also worked at Deloitte – one of the world's top consulting firm, where he spearheaded the marketing and sales initiatives of

Deloitte Analytics in India.

A certified business analytics professional from Indian School of Business, holds a Master's Degree (Gold medalist) from Karunya University-Coimbatore, where he also served as the General Secretary of the department and has a Bachelor's Degree in Commerce from St. Mary's Centenary Degree College, Hyderabad. He was twice awarded the "Best Table Topic speaker" by Toast Masters International. A guest speaker at various Multinationals, Indian corporates, B-schools and is actively involved in various engaging platforms associated with Business Strategy, Analytics, HR, Leadership and Innovation. He is passionate about learning and helping people by sharing knowledge and enriching leadership qualities within the community.



### Shri. Anshuman Dutta

#### Senior Marketing Manager, Fantain

Mr. Anshuman Dutta is the Senior Manager, Marketing at Fantain. At Fantain, Mr. Anshuman is responsible for end-to-end marketing activities. Mr. Anshuman has previously worked with global IT firms such as Syntel & Sensiple. He has more than 5+ years of experience as a Management Professional and has previously worked as a business analyst, project manager and also in business development activities.

Mr. Anshuman is also core member of a non-profit organization named Xomidhan ([www.xomidhan.org](http://www.xomidhan.org)), which is responsible for providing free career counselling to students. Some of his social development activities include working for Teach India teaching at orphanages in Chennai and also towards the development of green cover in Chennai. Mr. Anshuman work in re-development of Kotturpuram Park in Chennai.



### Shri. Jomin P Jose

#### Marketing Manager, Fantain

Mr. Jomin is the Marketing Manager and Client Relationship Manager of Fantain Sports. Mr. Jomin handles execution of Marketing activities and Fan Analytic Intelligence for Fantain Sports along with Data analytics based solution management for the Key accounts. He has 2.5 years of industrial experience in Marketing and Fan Analytics Management.

With a Master's degree in Business Administration in the field of Marketing and Operations and bachelor's degree in Computer Science Engineering, Mr. Jomin further has certifications in Digital Marketing and Analytics, Customer and Operation Analytics, Supply chain and network analysis.



### Dr. Purnendu Sinha

#### Head, Technology Leader, Tata Group Technology and Innovation

Dr. Purnendu Sinha works with the TATA Group Technology & Innovation Office where he is leading R&D efforts in Factory & Fleet Analytics. Prior to joining Tata, he held positions with Samsung's Advanced Research Group, General Motors India Science Lab and Philips Research Asia. Before joining industrial R&D Labs, he had held faculty positions at IIT Bangalore as an Associate Professor, and as an Assistant Professor with the Department of

Electrical and Computer Engineering at Concordia University, Montreal, Canada.

Purnendu obtained his Ph.D. in Computer Engineering from Boston University, Boston, MA. He has authored/co-authored over 60 articles in reputed journals and peer-reviewed conferences. He has 3 US patents in the automotive domain. He actively serves on the program committee of IEEE premier international conferences and as a reviewer for journals. He is a Senior Member of IEEE and a member of the ACM.