

## Participant Profile

1. Faculty Members of Management & Commerce 2. Research Scholars 3. PG students of Management 4. Corporate Professionals

## Registration Fee (Inclusive of GST)

Academicians, Students & Research Scholars : INR 600/-  
Industry Professionals : INR 1200/-

## Important Dates

Participation Confirmation : August 20, 2019

Programme Dates : August 23 & 24, 2019

Registration through e-mail before August 20, 2019: [mdp@kristujayanti.com](mailto:mdp@kristujayanti.com)

Participants will be given Certificates at the end of the programme after the completion of all the technical sessions

Accommodation can be arranged based on request for a fee

## 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 S, CMI**

Director, Library & Development

**Rev. Fr. Emmanuel P J, CMI**

Director, Jayantian Extension Services,  
Jayantian Alumni Association & Hostels

## Programme Chairs

**Prof. Aloysius Edward J.**

Dean, Faculty of Commerce & Management

**Dr. M K Baby**

Head, School of Management

## Programme Coordinator

**Dr. Joseph Charles Tamilmaran D**

Faculty, School of Management

## How to reach Kristu Jayanti College, Bengaluru

From Majestic BMTC 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

## Kristu Jayanti College, Autonomous

K. Narayanapura, Kothanur P.O., Bengaluru – 560077, Karnataka, India. Ph : +91-80-28465611 / 28465353 / 28465770

Fax : +91-80-28445161. Mobile : 91-9206692895 / 91-8073424915 | e-mail : [mdp@kristujayanti.com](mailto:mdp@kristujayanti.com)



# Kristu Jayanti College

**AUTONOMOUS** Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

# School of Management

## National Level Management Development Programme ( MDP)

on

## Redefining Effectiveness through Business Analytics

**August 23 - 24, 2019**

Venue : St. Kuriakose Elias Auditorium, College Campus



# The Institution

Kristu Jayanti College, Autonomous, Bengaluru is an incarnation of the educational dreams of St. 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 was reaccredited by NAAC with 'A' Grade in 2015 and is an Autonomous College under the Bengaluru North University. 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 was awarded the Best Emerging College of the Century in the India Today MDRA Survey 2019. The College is also ranked 2nd in BCA, 2nd in MSW, 3rd in Commerce, 4th in Arts & BBA and 4th in Science and 6th in BBA in Bengaluru City and is ranked 6th in BCA, 12th in MSW, 19th in Arts, 21st in Commerce, 21st in BBA and 26th in Science at the National Level in the same survey. The institution strives to fulfil 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.

## KRISTU JAYANTI SCHOOL OF MANAGEMENT

Kristu Jayanti School of Management is a pioneer institute to pursue knowledge beyond the traditional boundaries. Industry relevant MBA programme of the School of Management spans over two years comprising of six trimesters, affiliated to Bengaluru North University and approved by the All India Council for Technical Education (AICTE). The School encourages continuous quality interface with industry through internship, projects, workshops, seminars, MDPs lectures, Six Sigma Green Belt certification etc. It aims to develop budding managers with a sense of initiative & accountability. It ensures the holistic development of the students, thereby making them intellectually, socially, physically and spiritually balanced human beings. Kristu Jayanti School of Management is ranked among the top 100 B-Schools in the country, ranked 65th in placements and 83 in living experience and 8th among the B-Schools in Bengaluru, as per the Business Today B-School survey 2018.

## ABOUT THE PROGRAMME

Effectiveness in Business is the degree to which objectives of a business is achieved and the extent to which targeted problems are solved (Business Dictionary). Achieving effectiveness in business is a herculean task in the business world as the contemporary businesses strive to leap in an environment

that is Volatile, Uncertain, Complex and Ambiguous. It is at this instance the Data is being considered as a vital asset to any business. It is infact Business Analytics an indispensable tool that has given the power to businesses to transform this data into insights. The end result is a Data Driven Decision Making environment. The managers are empowered with deeper insights from the data enabling them to be more smarter in making the critical decisions in a VUCA environment. This transformation leads to effective business management. Kristu Jayanti School of Management organizes a two day Management Development Programme on the topic, "Redefining Effectiveness through Business Analytics". This MDP brings in Industry experiences with Business Analytics in transforming the data into insights across all the functional business domains and demonstrates the use of Business Analytics in achieving a redefined Business Effectiveness.

## Technical Sessions



Shri. Amardeep Sibia  
Chief Executive Officer  
SatSure



Shri. Ankush Gupta  
Director, Data Science  
Nabler



Shri. Amit Dasgupta  
President  
Kaalp Consulting



Smt. Dyuti Lal,  
Co-founder & CEO  
Nikhil Consulting



Shri. Salar Mohamed Bijili  
Consultant - Digital, Partnerships  
& Alliances  
TechFetch.com



Shri. Anurag Gupta,  
Senior Manager, People  
Analytics



Shri. Krishna Kumar CS,  
Chief Analytics Officer & Director  
RainMan Consulting Pvt Ltd

## Day 1

Inauguration	: 09.30 a.m
Session I	: 10.00 a.m : Analytics Eco-System in Business
Session II	: 11:00 a.m : Impact of Analytics on Business Effectiveness
Session III	: 12.15 p.m : Role of Data Science in Transforming Data into Insights
Session IV	: 02.30 p.m : Wonders Behind Financial Analytics

## Day 2

Session V	: 09.30 a.m : Leap Frogging with Marketing Analytics
Session VI	: 11.00 a.m : Power of Predictive Analytics in HRM
Session VII	: 12:15 p.m : Competitive Advantage through Analytics in Manufacturing