

## Participant's Profile

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

## Registration Fee

Academicians, Students & Research Scholars : INR 500/-  
Industry Professionals : INR 1000/-

## Important Dates

Participation Confirmation : October 12, 2017  
Programme Dates : October 13 & 14, 2017  
Registration through e-mail before October 11, 2017: [mdp17@kristujayanti.com](mailto:mdp17@kristujayanti.com)  
Participants will be given Certificates at the end of the programme after the completion of all the technical sessions

## 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**

Faculty, Dept. of Psychology

### Programme Chairs

**Prof. Aloysius Edward J.**

Dean, Faculty of Commerce & Management

**Dr. Vijaya Baskaran R**

Head, School of Management

### Programme Coordinator

**Dr. Joseph Charles D**

Faculty, School of Management

## How to reach Kristu Jayanti College, Bengaluru

From Majestic BMTB 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 : [mdp17@kristujayanti.com](mailto:mdp17@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

## October 13 & 14, 2017

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 Bangalore 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. In India Today - Nielsen survey 2017 the college is ranked 2<sup>nd</sup> Best BCA College, 9<sup>th</sup> Best Commerce College, 17<sup>th</sup> Best Science College & 14<sup>th</sup> Best Arts College in India and 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> positions in Arts, Commerce & Science among Top 10 Colleges in Bangalore. 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 (MBA & PGDM)

Kristu Jayanti College is a pioneer institute to pursue knowledge beyond the traditional boundaries. Industry relevant MBA and PGDM programmes spanning two years comprising of six Trimesters, affiliated to Bangalore University and approved by the All India Council for Technical Education (AICTE) are offered. 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 & 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 consistently ranked among the top in leading B-Schools surveys.

## ABOUT THE PROGRAMME

Businesses all over the world are generating volumes of data every day. Handling these data and analyzing it to draw new insights is a herculean task for the businesses. Nevertheless, technology has supported the businesses by equipping them with necessary tools & applications for this task. These software tools and applications have flourished over the past few years. Data Analytics is becoming a part & parcel of strategy formulation, implementation & evaluation. Analytics in business has gained its

importance across various business functions. Job markets have a huge demand for Data Scientists, Business Analysts, Business Intelligence specialists etc. The scope of Business Analytics is ever expanding. The internet is flooding with numerous online courses on Business Analytics. It is at this juncture, Kristu Jayanti School of Management is organizing a two day Management Development Programme (MDP) on 'Data Analytics for Business Decisions' on October 13 & 14, 2017 for working professionals, academicians, research scholars and students to gain knowledge and insights from experts in the field of Business Analytics.

## Invited Expert Panel

**Mr. Pankaj Rai**, Senior Vice President, Wells Fargo

**Mr. Sabin Andrews**, Senior Marketing Manager, Amazon

**Mr. Sanjay Gopinath**, Lead, Campaign Management, IBM

**Mr. Sarmistha Mazumder**, Assistant Vice President, HR, EXL

**Mr. Sujith Varghese**, CEO, Data Semantics

**Mr. Sebi Chacko**, Board Member - EnAble India, Founder - Wellwisher, Advisor to the Board - Soothe Healthcare, ZumHelien, Sherpify

**Mr. Jayas Damodaran**, Co-Founder & Managing Director, Jiyo Natural P Ltd

**Mr. Sagar Kopparkar**, Principal Consultant, Data Semantics

## Technical Sessions

### Day 1

<b>Inauguration</b>	:	<b>09.15 - 10.00 am</b>
<b>Session I</b>	:	<b>10.00 -11.15 am</b>
<b>Session II</b>	:	<b>11.30 - 12.45 pm</b>
<b>Session III</b>	:	<b>02.00 - 3.15 pm</b>
<b>Session IV</b>	:	<b>03.30 - 4.15 pm</b>

### Day 2

<b>Session V</b>	:	<b>09.30 - 10.45 am</b>
<b>Session VI</b>	:	<b>11.00 - 12.15 pm</b>
<b>Valediction</b>	:	<b>12.15 - 12.30 pm</b>