

Objective

Graduate School of Management Studies is organizing one week Faculty Development Programme from 20th January 2020 to 24th January 2020 with an objective to equip the faculty members with various managerial aspects of Business Analytics. Eminent resource persons in the field of Business Analytics will discuss the content with the help of case studies. This FDP will help the faculty members of Management institutes to get them acquainted with the tools of Business Analytics and its significance in real-life business decision-making.

About GTU

Gujarat Technological University (GTU) is the largest government university in Gujarat, catering to the fields of Engineering, Management, Computer Science, Pharmacy and Architecture. GTU is having a pool of more than 5,00,000 students and 18,000 professors teaching in more than 400 affiliated institutes across the state of Gujarat.

GTU has got first rank in Gujarat State Institutional Ranking Framework (GSIRF) in 2018-19.



About GTU- Graduate School of Management Studies (GSMS)

Highlights:

- Only state university to run **MBA (International Business) and MBA (Innovation, Entrepreneurship and Venture Development)**.
- PG Centre guided by experienced and doctorate academicians. Average experience of faculty members is 12+ years.
- Centrally located PG Department run by GTU at its Chandkheda Campus
- Admissions based on CMAT exam only for **MBA (International Business)**
- 'Country Study and Foreign Language' is a compulsory subject
- Global Exposure through GTU's International Experience Programme (IEP)
- Digital and physical library facility
- Easy access to conferences, workshops and training programmes arranged by GTU
- Guest lectures by various Industry experts



Gujarat Technological University
Graduate School of Management Studies
organizes

Faculty Development Programme on

Managerial Perspective of Business Analytics

Date: 20.01.2020 to 24.01.2020

Venue

GRADUATE SCHOOL OF MANAGEMENT STUDIES
GUJARAT TECHNOLOGICAL UNIVERSITY
Shed 4, Nr. Vishwakarma Government Engineering College,
Visat - Gandhinagar Highway, Chandkheda, Ahmedabad - 382424 - Gujarat.
www.gtu.ac.in

Topics

- Introduction to Business Analytics
- Data Analytics for Business
- Data Exploration in Business Analytics
- Mapping Chart for Analytics Outcome
- Technology Infrastructure for Business Analytics
- Data Mining Methods in Business Analytics
- Descriptive Analytics
- Inferential Analytics
- Predictive Analytics
- Tableau for Business Intelligence

Who can attend?

- Faculty members from AICTE approved Management institutes.
- Preference will be given to faculty members of GTU affiliated institutes.
- Seats are limited and selection will be on First Come First Serve Basis
- Course Material, Breakfast, Lunch, Dinner and TA will be provided to all participants.

Speakers:

- **Dr. Arindam Banerjee**, Professor of Marketing, Indian Institute of Management (IIM), Ahmedabad, Gujarat
- **Dr. Rudra P. Pradhan**, Vinod Gupta School of Management, Indian Institute of Technology (IIT) Kharagpur, West Bengal
- **Dr. Tanushri Banerjee**, Associate Professor, School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar, Gujarat
- **Dr. Dhaval Maheta**, Assistant Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat, Gujarat

Important Dates

**FDP: 20th January to 24th January 2020
(From 10:30 A.M. to 5:30 P.M.)**

**Last date of online registration:
15th January 2020**

Registration

Please register yourself on the link given below

<https://forms.gle/V82UQjMwsbpAWwzq7>

Accommodation

The accommodation will be provided to outstation participants at GTU premises.

Registration Fees: Nil

Management Committee

Chief Patron

Prof. (Dr.) Navin Sheth

Hon'ble Vice Chancellor

Gujarat Technological University

Patron

Dr. K. N. Kher

Registrar

Gujarat Technological University

Convener

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