

# WORKSHOP ON DATA SCIENCE & BUSINESS ANALYTICS

10.05.2021 to 12.05.2021



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## **ABOUT SIMS**

**SIMS was established with the motto of “Prosperity through Innovative Management” by the Founder Chairman Shri. MJF Ln. Leo Muthu. SIMS is one of the renowned B-Schools in Tamil Nadu. It started as the Department of Management under the Sri Sairam Engineering College in the year 1998 to cater to the growing need for Management Graduates across the country. SIMS gained the status of autonomous institution which offers the Post Graduate Programme leading to the award of MBA degree by the Anna University, approved by AICTE and the Government of Tamil Nadu. SIMS is accredited with A+ grade by NAAC and NBA.**

**The department is well equipped with modern facilities such as syndicate room, seminar hall, Computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it has been rated with prestigious A3 League by Business Standard during 2021, also categorized as Top Private Institute by Times B-School Survey 2021, Business Today India's Best B-School survey rated SIMS among Top 150 B-Schools, Career 360 Magazine has rated SIMS as one of the Top 100 B-Schools in India for 2019. SIMS is collaborated with reputed international universities viz., Universiti of Teknologi, Petronas, Management Science University, University of Malaya, University of Jaffna, Eastern University of Srilanka on academic development activities. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, conduct Workshops and International Student Exchange programs.**

## **ABOUT THE PROGRAMME**

**Business Analytics (BA) is one of the main functional areas in all organizations. Today, there is an increased demand for professionals with awareness of this topic. Many universities across the country have introduced Business Analytics as a subject in UG & PG curriculum especially in Management and Engineering disciplines. This workshop will introduce the academic community to case study-based understanding of various analytics concepts with hands on using tools. The Workshop will also provide a platform for students to have understanding of Excel, R and implementation of Business Analytics using both. It will also provide a platform to interact and share their understanding of analytics domain. The distinctive feature of this workshop is in its pedagogy, the use of case studies to understand how theory is being put to practice. Teaching Business Analytics with case studies will help to actively engage students and also make them to understand applications of various statistical and operations research techniques.**

## **LEARNING OBJECTIVES**

- **To Understand and critically apply the concepts and methods of business analytics.**
- **To Identify, model and solve decision problems in different settings.**
- **To Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.**

## **EXPECTED OUTCOMES**

- **To acquaint the participants with data analysis techniques.**
- **To hone the analytical skills of participants in research.**
- **To provide a hands-on experience of the models and tools used for conducting research in management.**

## **PROGRAMME CONTENTS**

- **Basics of Business Analytics**
- **Statistics for Business Analytics**
- **Python for Data Science, Mathematics and Statistics for Data Science**
- **Working with R - Big Data Analytics**
- **Analytics & Algorithms**
- **HR Analytics**
- **Healthcare Analytics**
- **Financial Analytics**
- **Supply Chain Analytics**
- **Marketing Analytics**

## **FOR WHOM**

1. **Students from SIMS & Sri Sairam Institute of Technology**

## RESOURCE PERSONS

**Dr RAMASUBRAMANIAM** is an Associate Professor in the centre for Logistics & Supply Chain Management at LIBA. He is a 'Certified Supply Chain Professional' and also a 'Wrox Certified Big Data Analyst'. His areas of interests include Logistics & Supply Chain Management, Data Analytics and Operations Management. His consulting experience includes involves leading organizations such as Indian Flavors & Fragrances, Opti risk India, CMC Limited, ATG Tires India and TVS Logistics in the areas of Supply Chain Management and Analytics. He is a visiting faculty at Malaysia Institute for Supply Chain innovation, Malaysia which is part of the renowned MIT Boston's Global Scale Network.

**Dr. R. SUJATHA** is an Associate Professor at PSG Institute of Management. Her expertise is in information technology, quantitative methods and analytics. She completed the Post graduate program in Business Analytics and Business Intelligence (PGPBABI) offered by The University of Texas at Austin and Great Lakes, India. She is a seasoned researcher and has published articles in national and international journals and conducted various training programs in Learning Management System, Enterprise Resource Planning and Business Analytics. She has also completed online course on Business Analytics from Wharton Business School, University of Pennsylvania. She is in education field for almost two decades teaching management graduates.

**Dr. THANGARAJA ARUMUGAM** did his dissertation in the area of marketing intelligence. He has got 10 years of teaching experiences in academics. His area of interest is in the field of business and marketing analytics. He holds a Post graduate program in business analytics and business intelligence from University of Texas. His research work has been published and presented in reputed journals and international conferences. He holds three patents in the field of social mining, image processing and deep learning. He gained certifications on Marketing analytics, pricing analytics and sales forecasting from Scandinavian institute of business analytics. He holds several certificates such as marketing analytics: know your customers, Macquarie University, Australia. Applying data analytics in marketing, University of Illinois, USA. Artificial intelligence in marketing, university of Virginia, USAetc.

**Dr. SURESH NANDA KUMAR** holds a PhD in Operations from the Pondicherry University. He holds an International Diploma in Supply Chain Management from the United Nations (International Trade Centre, Geneva). He is a Certified Professional in Supply Management (CPSM) from the prestigious Institute for Supply Management, Arizona, USA. He worked with the Confederation of Indian Industry at the CII Institute of Logistics as a senior faculty in their education department for nearly eight years. Before joining CII, he was a faculty at the Great Lakes Institute of Management, Chennai for Operations and Information Systems. Over 16 years of experience in training, teaching, research and delivery of knowledge, in the fields of computer science, IT and Management. And currently he is the Senior Assistant Professor at XIME, Chennai.



### **CONVENER**

**Dr. K. MARAN**

Professor and Director

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