



**BSSS  
INSTITUTE**  
of Advanced  
Studies

## **Management Development Programme on**

# **Advanced Data Analytics for Managerial Decision-Making**

### **About BSSS IAS**

The BSSS Institute of Advanced Studies (BSSS IAS), an AICTE approved institution promoted by The Bhopal School of Social Sciences, having more than five decades of existence with educational excellence. The BSSS IAS is engaged in education, research, training, and consultancy activities in the areas of management, sustainable development, rural development, social sciences, etc. It is one of the best Professional Management Institutions engaged in multidisciplinary activities and has collaborated with Assumption University, Thailand, and Synergy University, Russia, for joint research, training, and management education. The Institute envisions emerging as a top Professional Management Institution in Central India by playing a pivotal role in professional management education and training in coming years and adorning a path with an undivided focus on quality education and excellence, thereby placing itself as an institution of national and international importance.

It envisages to meet the demand for the trained human resource with managerial & analytical skills in the areas of business management, and development management through regular

educational courses and to update the knowledge and managerial skills of the serving professionals in the above areas through short-term Management Development Programmes.

### **Rationale of the Program**

Technical competencies are of utmost importance for organization in the new normal to deal with market uncertainties and abnormalities. With the growing markets for technically sound work-force it is necessary to update and upgrade one's competencies and skills to match the dynamic field of IT and AI. The MDP on "Advanced Data Analytics for Managerial Decision-Making" is proposed with the aim to assist the new age learners to develop analytical skills in the application of advanced excel in decision-making and strategic planning to boost the organizational efficiencies. This capsule programme shall include the exposure to various applications of excel plug-ins and data analysis add-ons to support managers at all levels, to facilitate flawless organizational operations. The programme intends to provide the platform to reset the technical skills and drive the new age work-force towards excellence.



## Programme Objectives

After attending the 2 days Management Development Programme, the participant will be able to

1. Foster the need to reset the knowledge of statistical tools applicable in decision-making, using Excel and Advanced Excel.
2. Draw insights from real-time data by applying the tools of data visualization.
3. Develop the ability to apply predictive analytical tools in managerial decision-making for business management.
4. Apply forecasting analytical tools for efficient and effective decision-making.

## Programme Outcomes

After the completion of the 2 days Management Development Programme (MDP), the participant shall be able to -

1. Recapitulate the application of statistical tools and advanced excel in business operations.
2. Apply the data-visualization tools for meaningful inferences on organizational data-sets.
3. Apply predictive analytical tools to extrapolate the managerial decision drawn from organizational data-sets.
4. Comprehend implications of managerial decisions using forecasting analytical tools.

## Who Should Participate

The Management Development Program on “Advanced Data Analytics for Managerial Decision-Making” is organized to benefit the executives, managers, entrepreneurs, academicians, research scholars, students and any individual willing to learn the concepts of data analysis.

## Programme Components

1. Introduction to statistics in decision making
2. Advanced statistics in decision making
3. Introduction to predictive analysis
4. Applicability of predictive analysis [Excel/ Advanced Excel]
5. Forecasting technique in decision-making
6. Data Visualization and decision-making

» Duration – 2 days

» Date – 8th – 9th January, 2025

## Registration Fees

Online	–	2000/-
Offline (Non – Residential)	–	4500/-
Offline (Residential)	–	8000/-

- ✓ Registration fee (Offline) includes the study material, practice handouts, working lunch, and hi – tea.
- ✓ Certificate will be issued to participants who have attended the complete Programme.

## Programme Cordinators

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## For further details, please contact:

Chairperson – MDP

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