



**BSSS
INSTITUTE
of Advanced
Studies**



Management Development Programme on

Perspectives of Analytics in Business Management

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

Business Analytics is the buzz word of the decade. To gain momentum in developing the skills and competencies to apply the advanced analytical tools for business decision-making it is quintessential to gain hands-on experience with latest development in the field of Business Analytics. This programme is designed keeping in view the needs of the professional engaged in research analysis, business analysis, data analysis, and entrepreneurs for prompt action, based on real time data through analytical tools. The course shall provide practical training on the application of advanced software like Python, EDA tools and Learning Algorithms to develop meaningful insights on data-sets. The programme is useful to bridge the knowledge gap and to retune the skills to apply analytical tools.



Programme Objectives

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

1. Explore the basics of analytical tools that are applicable in managing complexities of day-to-day business affairs, using Python.
2. Develop the understanding of applying data cleaning and feature selection engineering to prepare data-sets for further processing.
3. Build the ability to identify patterns and relations of the clean data-sets by applying EDA tools.
4. Apply Learning Algorithms predicting relationship among various data-sets.

Programme Outcomes

The 2 days Management Development Programme on “**Perspectives of Analytics in Business Management**”, will enable the participant to –

1. Apply Python Programming in data processing for analyzing managerial decisions.
2. Refine the data by applying data cleaning and feature selection engineering for further analysis.
3. Infer patterns and relations drawn from the processed data-sets using EDA tools.
4. Appreciate and comprehend the predictions using Learning Algorithms.

Who Should Participate

Management Development Program on “**Perspectives of Analytics in Business Management**” is organized for entrepreneurs, corporate executives, middle-level managers, operational-level managers, employees indulge in research analysis, business analysis, data analysis, and any individual willing to learn the concepts of Business Analytics.

Programme Components

1. Basic Concept of Analytics
2. Introduction to Jupyter Note-Book
3. Data Pre-processing
6. Data Visualization and decision-making

- Data Cleaning
 - Handling Imbalanced Data
 - Feature Selection and Engineering
3. Exploratory Data Analysis
 - Identifying Patterns and Relationships
 - EDA Tools And Techniques
 4. Supervised Learning Algorithm
 - Linear Regression
 - Logistic Regression
 - Decision Tree
 - K-Nearest Neighbors

- » Duration – 2 days
- » Date – 20th – 21st February, 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:

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