



# BUSINESS INTELLIGENCE AND DATA MINING



**Programme Director:**  
Prof. Ram Kumar Dhurkari



**Programme Dates:**  
December 23 - 27, 2024



**Programme Venue:**  
IIM Sirmaur, Himachal Pradesh



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**INDIAN INSTITUTE OF MANAGEMENT SIRMAUR**

Dhaulta Kuan, Paonta Sahib, Himachal Pradesh - 173021

## OBJECTIVE



Data has become an important strategic asset to gain and maintain a competitive advantage for many organizations. This programme helps participants with the foundational knowledge, skills, and tools to support data-driven decision-making. Organizations (whether they are businesses, non-profits, or governments) generate, collect, and store vast amounts of data. Decision-makers increasingly rely on the systematic analysis and interpretation of data to improve the quality of their decisions. The course will help participants to examine different aspects of data and analytics, thus leading to improved decision-making. Real-world case examples and hands-on exercises will help participants in developing data-oriented thinking and skills. Participants will also learn the principles of developing, reporting, and analyzing business data. The program focuses on the usage of tools and techniques (computer applications) rather than the inherent mathematics and derivations of the techniques. Nothing is a prerequisite for this programme.

## PEDAGOGY



Lectures, Interactions, Case Studies

## WHO MAY ATTEND



Middle and Top level managers and practitioners.

## KEY TOPICS

1. Understand, assess, and differentiate various business intelligence (BI) and data mining models and techniques.
2. Identify and translate real-world business problems into BI and data mining problems.
3. Implement efficient BI strategies to solve these problems.
4. Develop proficiency in BI (Tableau) and Data mining tools (XLminer and Python) using various supervised and unsupervised machine learning techniques.

## PROGRAMME DETAILS

**Duration:** December 23 - 27, 2024

**Programme Commencement:** 10.00 AM on December 23, 2024

**Programme Conclusion:** 5.00 PM on December 27, 2024

**Venue:** IIM Sirmaur Campus

## Accommodation

Check in: December 22 (6.00 PM onwards)

Check out: December 27 (till 1.00 PM)

## PROGRAMME DIRECTOR

- **Dr. Ram Kumar Dhurkari** is an Associate Professor in the Information Technology and Systems Management area at the Indian Institute of Management Sirmaur, Himachal Pradesh, India. Prior to this, he was associated with IFMR Graduate School of Business Krea University, SDMIMD Mysore (ACBSP and EFMD EPAS accredited) and TAPMI Manipal (AACSB accredited). He is a Fellow of Indian Institute of Management Kozhikode. In addition, he holds a Master's degree in Computer Application from Rajiv Gandhi Technological University Bhopal and Bachelor of Science in Mathematics from Devi-Ahilya University Indore. Before joining Doctoral program, he worked as an Academic Associate at Indian Institute of Management Ahmedabad, and as a Lecturer at SGSITS Indore.

## PROGRAMME FEES

- **Residential (R):** INR 45,000/- plus taxes and surcharges as applicable.  
**Non-residential:** INR 30,000/- plus taxes and surcharges as applicable.  
We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.  
**Discount on Programme fees:** A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

## TERMS AND CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIMS will be provided till 12:00 noon on December 27, 2024. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.



## HOW TO APPLY

- To apply or nominate personnel for the Programme, click on the "Register Now" link in the brochure or visit <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>
- Once the candidature is approved, the sponsoring authority or participant (in case of self-nomination) will receive an email with a Payment Advice requesting the Programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS). After remitting the fees online, please inform the CMDP office of the UTR number or relevant transaction details via email. This will allow us to connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of Programme fees by the CMDP office before the commencement of the MDP.

## HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Dhaula Kuan, in Himachal Pradesh. The distance of Dhaula Kuan from Jolly Grant Airport Dehradun is 96 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 6 hours and 20 minutes from Delhi Airport to reach Dhaula Kuan. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

## NEAR BY TOURIST DESTINATIONS

- Renuka Lake: Located 31 km away
- Kalesar National Park: Located 38 km away
- Gurudwara Paonta Sahib Ji: Located 21 km
- Mussoorie: Mussoorie is a hill station located 99 km away
- Haridwar: Haridwar is a holy city situated 119 km away



Our correspondence address is as follows:

MDP Office

Indian Institute of Management Sirmaur, Dhaula Kuan, Paonta Sahib, Himachal Pradesh - 173021

Phone: 01704 277367

Email: [mdpoffice@iimsirmaur.ac.in](mailto:mdpoffice@iimsirmaur.ac.in) | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

**For all other details on administrative matters please refer our website [www.iimsirmaur.ac.in/mdp/](https://www.iimsirmaur.ac.in/mdp/) or e-mail to [mdpoffice@iimsirmaur.ac.in](mailto:mdpoffice@iimsirmaur.ac.in)**