Business Intelligence and Data Mining
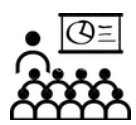
Programme Director:
Prof. Ram Kumar Dhurkari

Programme Dates:
Oct 16 - 20, 2023

Programme Venue:
IIM Sirmaur, Himachal Pradesh

Program Size
Min 10 Max 30 Participants

REGISTER NOW

IIM SIRMAUR
KNOWLEDGE . LEADERSHIP

INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Paonta Sahib, Rampur Ghat Road
Himachal Pradesh-173025

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 these techniques. Nothing is a prerequisite for this programme.

PEDAGOGY

- Lectures
- Interactions
- Case Studies

WHO MAY ATTEND

Middle and Top level managers and practitioners.

COVERAGE

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 DIRECTOR

Dr. Ram Kumar Dhurkari is an Assistant 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 DETAILS

- **Duration:** Oct 16 - 20, 2023
- **Programme Commencement:** 10:00 AM on Oct 16, 2023
- **Programme Conclusion:** 5:00 PM on Oct 20, 2023
- **Venue:** IIM Sirmaur Campus
- **Accommodation (For participants registered with residential facility)**
  - **Check in:** Oct 15 (2:00 PM onwards)
  - **Check out:** Oct 20 (till 1:00 PM)

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 strongly encourage participants 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% can be availed if there are more than three nominations from the same organization in this particular program.

HOW TO APPLY

- To apply or nominate personnel for the program, click on the "Register Now" link in the brochure or visit https://iimsirmaur.ac.in/mdp/
- 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 program 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 program fees by the CMDP office before the commencement of the MDP.

IIM Sirmaur Proposed Campus

IIM Sirmaur MDP Experience

HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Paonta Sahib, in the picturesque state of Himachal Pradesh at the foothills of the Himalayas. The distance of Paonta Sahib from Jolly Grant Airport Dehradun is 78.5 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 5 hours and 30 minutes from Delhi Airport to reach Paonta Sahib. 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.

NEARBY TOURIST DESTINATIONS

- Gurudwara Paonta Sahib Ji : Situated within the city
- Kalesar National Park : Located 13 km away
- Renuka Lake: Located 47 km away
- Mussoorie : Mussoorie is a hill station located 87 km away
- Haridwar : Haridwar is a holy city situated 105 km away

Our correspondence address is as follows:
MDP Office
Indian Institute of Management Sirmaur, Rampur Ghat Road, Paonta Sahib, Himachal Pradesh - 173025
Phone: +91 7018194577
Email: 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/ or e-mail to mdpoffice@iimsirmaur.ac.in