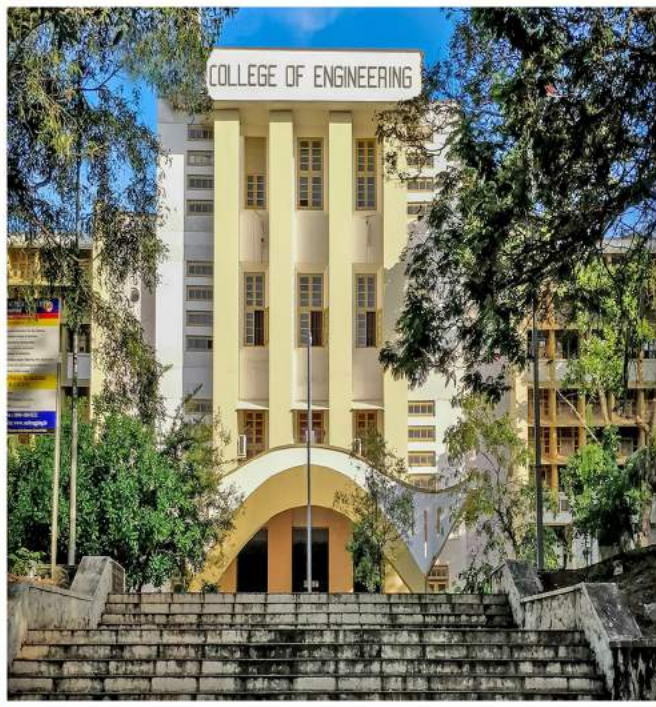




CET SCHOOL OF MANAGEMENT **College of Engineering Trivandrum**



FACULTY DEVELOPMENT PROGRAMME **on** **BUSINESS ANALYTICS**

JANUARY 19-23, 2019

Sponsored by

APJ Abdul Kalam Technological University

THE COLLEGE

College of Engineering Trivandrum (CET), is one of the oldest, pioneering and premier professional education college in India, was started in 1939 by the erstwhile rulers of Travancore. The College campus at Kulathoor is within the city limits of Thiruvananthapuram, commanding a vast expanse of lush greenery of 85 acres. Accumulated expertise and quality of nearly over eight decades, maintain the status of this institution continuously among the top most percentile. The College is affiliated to A P J Abdul Kalam Technological University (APJAKTU) and the programmes are approved by AICTE. Most of the programmes, offered at CET, have accreditation by National Board of Accreditation (NBA). The college is ranked as 75 in the country by NIRF in 2018.

CET provides a healthy platform for courses at undergraduate and postgraduate levels in Management, Basic Sciences, Applied Sciences, Engineering and various emerging disciplines. Eight undergraduate programmes and Twenty Seven post graduate programmes are presently offered in CET. About 1500 students are admitted every year for the undergraduate, postgraduate and research programmes in CET and seventy percent of the students in the college belong to the undergraduate programmes. CET is a recognized institution for research leading to PhD. The Centre for Continuing Education (CCE) and the newly formed Centre for Industrial Training and Sponsored Research (ITC&SR) of the College reinforces and updates the trends and contributes to the upkeep of standards in all fields of specializations through training, consultancy and sponsored research.

The academic Departments of CET are equipped with facilities like smart class rooms, laboratories, workshops, libraries and computer labs. Besides, the students and staff are provided with common facilities like the Central Technical Library and Documentation Centre, Central Computing Facilities, Career Guidance and Placement Unit, Internet facilities and access to e-books and e-journals. Most of the Departments in CET have established academic/industry linkages with other academic institutions, R&D Centres and industry.

Research activities are given prominence and units like SPEED-IT are dedicated for promoting research in the College. CET is a QIP centre of AICTE and the TrEST Park being set up in the campus is meant to invite the R&D activities of large industrial houses to the campus. The Centre for Faculty and Staff Development(CFSD), established in 2012, conducts training for the quality improvement of the technical education scenario in Kerala. The College is organizing national and international conferences on a regular basis and the faculty members of the college have won several awards and prizes for their academic achievements.



ABOUT THE PROGRAMME

ABOUT CET SCHOOL OF MANAGEMENT

College of Engineering Trivandrum (CET) started MBA programme in 1985 as an evening programme to enrich the practicing managers in professional management. This programme has been well received by the practicing management fraternity and continues to be in the forefront. A Management School of the current status with full time MBA programme was started in the year 2000. CET is the pioneering institution in management education under APJ Abdul Kalam Technological University (APJAKTU).



Sixteen batches of students have already completed the full-time programme and Twenty Eight batches have completed the Evening MBA Programme here. CET SOM is set up in a newly constructed block, having state-of-the-art facilities. CETSOM was accredited by the National Board of Accreditation (NBA) on September 19, 2013. The Department is in the process of getting the MBA Programme reaccredited. CETSOM is also an approved centre for carrying out management research. Around, ten scholars have been awarded PhD in Management from this centre.

Business analytics is a multidisciplinary field that uses expertise such as statistical learning, artificial intelligence, information technology and management strategies to generate value from data. We are witnessing exponential growth in this area and very soon business analytics is going to become one of the main functional areas. The biggest obstacle to adopting analytics is the lack of knowhow about using it to improve the performance.

CONTENT

The topic on Business Analytics will delve into methods followed to use historical data productively to mine for actionable intelligence. The course is designed to provide in depth knowledge of handling data and business analytics tools that can be used for fact based decision making. In its endeavour to demystify the area of business analytics, it will cover the concepts of:

- Predictive Analytics using R
- Use of Tableau in Data Visualization
- Prescriptive Analytics using Excel Solver
- Time Series Analysis
- SPSS for Advanced Statistical Analysis
- Factor Analysis
- Structural Equation Modelling using AMOS

PEDAGOGY

The sessions will be conducted in workshop mode, where the participants will be able to use the aforesaid methods hands-on using appropriate statistical tools.

RESOURCE PERSONS

The course will be handled by reputed and experienced experts in the subject from nationally reputed research institutes, universities and colleges.

TARGET AUDIENCE

This programme is designed for the faculty members working in the AICTE approved government/aided/self-financing Management Institutes and Engineering colleges affiliated to APJ Abdul Kalam Technological University. Since it is an interdisciplinary programme, faculty members from all engineering/ non-engineering disciplines are eligible to participate in it.

IMPORTANT DATES

Program date: January 19-23, 2019
Last date for registration: January 10th, 2019

PROGRAMME VENUE

CET School of Management, College of Engineering
Trivandrum.

REGISTRATION

The registration form duly signed by the Principal /Head of the Institution should be sent on or before
10th Jan, 2019 to

The Director, CET School of Management,
College of Engineering, Trivandrum- 695016

Online applications can be send to
director.mba@cet.ac.in

REGISTRATION FEE

No registration fee will be charged from the participants.

COORDINATORS

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ADVISORY BOARD

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