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Online  
Faculty Development Program  
School of Management  
FDPSOM – 2022  
**New Trends and Teaching Practices in Business Analytics**  
SEPTEMBER 12<sup>th</sup> – 16<sup>th</sup> 2022

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**About the FDP:**

The emergence of Business Analytics has brought about a paradigm shift in business and related practices. Academicians, researchers and corporate executives have been compelled to delve deeper into data to better understand the economic and business environments to excel in their respective fields. New concepts and models are being increasingly adopted to make learning more pragmatic and futuristic.

School of Management at G D Goenka University has conceptualized a uniquely designed FDP program for teachers, scholars, students, and corporate executives. Speakers from industry and academia have been invited to talk on specific topics that have become new emerging trends and are immensely relevant for success. The FDP aims to disseminate skills that are essentials for faculty members, researchers and scholars to learn and share their knowledge and experiences.

The FDP intends to fulfil its objectives through lectures, case studies, hands on practice sessions and problem solving exercises.

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**Objectives of the Program:**

1. To make participants evaluate new trends in Business Analytics.
  2. To enable participants to apply tools and techniques in Descriptive Analytics, Predictive Analytics, Prescriptive Analytics and Big Data Analytics in classrooms.
  3. To enable participants to apply software packages such as MS Excel, Tableau, SPSS, and AMOS.
  4. To enable participants to create small programs using open source coding languages namely 'R' and Python for descriptive, predictive, and prescriptive analytics, and utilize them for effectively teaching their respective courses.
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### **Intended Participants:**

- Faculty members who aspire to teach data intensive courses such as research methodology, business statistics, operations research, marketing research, quantitative finance, financial econometrics, investments, risk management, human resources management and economics to management students.
- Faculty members in business schools guiding students for summer internships and end term dissertation work.
- Ph.D. supervisors who wish to be more effective in guiding their scholars for high end publications and high quality dissertations.
- PhD scholars who wish to improve their quality of publications and dissertation.
- Students of Masters Programme who wish to pursue their career in the area of business analytics.
- Working professionals who wish to learn/enhance their skills in the area of business analytics

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### **Essentials for Participants:**

- Awareness of fundamentals of statistics/analytics
- Basics of MS Excel
- 'R' and/or 'Python' installed in the computer
- SPSS, AMOS, and Tableau Installed in the computer

Note: Data Sets for Hand on practices will be provided by the session organizers.

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### **Program Coverage:**

- A revision of fundamentals of statistics/analytics and introduction to the new trends.
  - Big Data, Data Classification, Data Visualization, Data Dashboards, Descriptive Analytics, Cross Tabulation, Pivot table
  - Predictive Analytics: Multiple Regression, Residual Analysis, Discriminant Analysis, Time series Analysis
  - Prescriptive Analytics: Risk Analysis, What if Analysis, Optimization Techniques, Simulation.
  - Hands on Experience on SPSS, AMOS
  - Hands on Experience on 'R' or 'Python'
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**Registration Process:****Registration Fee:**

Category of Participants	Individual Registration Fee	Group Registration Fee (Minimum 3 participant)
Faculty Member	700 INR per participant	500 INR per participant
Research Scholar	500 INR per participant	350 INR per participant
Student	500 INR per participant	350 INR per participant
Industry Professional	1000 INR per participant	750 INR per participant



Registration fee is non-refundable and includes admission to all the online sessions.

Participants can register on the Google form using the following link:

**Registration Link for Individual:** <https://forms.gle/4QCpiN4rU89EL6L46>

**Registration Link for Group:** <https://forms.gle/SyDsoqGLV2TH2idt5>

**FDP communication id:** [fdpsom@gdgu.org](mailto:fdpsom@gdgu.org)

**Bank Details:**

<b>Beneficiary Name:</b>	G.D.GOENKA UNIVERSITY
<b>Beneficiary Bank Name:</b>	HDFC BANK LTD., SITE NO. 2, OCF POCKET, SECTOR-C, VASANT KUNJ, NEW DELHI – 110070 INDIA
<b>S.B A/C NO. :</b>	02731450000270
<b>RTGS NO. :</b>	HDFC0000273
<b>MICR CODE :</b>	110240034
<b>E MAIL :</b>	accountsgdgu@gdgoenka.ac.in

<b>Program Schedule (12<sup>th</sup> September 2022 – 16<sup>th</sup> September 2022)</b>	
<b>Day 1 (12<sup>th</sup> September 2022)</b>	<b>Day 2 (13<sup>th</sup> September 2022)</b>
<b>Morning Session: 10:00am to 12:30pm</b>	<b>Morning Session: 10:00am to 12:30pm</b>
<b>Session 1: 10:00am to 10:30am - Inauguration</b>  Opening Address: 10:00am to 10:10am <b>Prof (Dr.) Tabrez Ahmad, Vice Chancellor and Dean School of Law, GD Goenka University</b> Welcome Address: 10:10am to 10:20am <b>Prof (Dr.) Alok Pandey, GD Goenka University</b> Brief Description of FDP: 10:20am to 10:30am. <b>Prof (Dr) Kishore Kumar Morya, GD Goenka University</b>	<b>Session 1: 10:00am to 11:30pm: Descriptive Analytics - A Corporate Perspective</b>  <b>Key Resource Person – Mr. Rahul Arora, Bain &amp; Company</b>  Topic: Data Visualization using Tableau
<b>Session 2: 10:30am to 12:30pm</b> <b>Inaugural Talk</b> <b>Key Resource Person – Dr. Abhishek Behl, MDI, Gurgaon</b> Topic: New Trends in Business Analytics: Data Quality Management.	<b>Session 2: 11:30am to 12:30pm</b>  <b>Key Resource Person – Prof (Dr.) Tanuja Kaushik, GD Goenka University</b>  Topic: Introduction to Factor Analysis
<b>Lunch Break: 12:30pm to 1:15pm</b>	<b>Lunch Break: 12:30pm to 1:15pm</b>
<b>Afternoon Session</b>	<b>Afternoon Session: 1:15pm to 3:45pm</b>
<b>Session 3: 1: 1:15pm to 3:15pm</b>  <b>Expert Talk</b> <b>Key Resource Person – Prof (Dr.) S. P. Singh, IIT Delhi.</b>  Topic: Predictive and Prescriptive Analytics: New perspectives to analyse data for decision making	<b>Session 3: 1:15 pm to 2:15 pm</b>  <b>Key Resource Person – Prof (Dr.) Tanuja Kaushik, GD Goenka University.</b>  Topic: Factor Analysis Hands on practice and problem solving using SPSS
	<b>Session 4: 2:15pm to 3:45pm</b> <b>Key Resource Person – Mr. Amardeep Singh, SGT University</b>  Topic: Structural Equation Modelling (SEM): Hands on Practice and Problem-Solving Exercises using SPSS
<b>Day 3 (14<sup>th</sup> September 2022)</b>	<b>Day 4 (15<sup>th</sup> September 2022)</b>
<b>Morning Session: 10:00am to 12:30pm</b>	<b>Morning Session: 10:00am to 12:30pm</b>

<p><b>Session 1: 10:00am to 11:00am. Basics of Python</b></p> <p><b>Key Resource Person – Prof (Dr.) Brijesh Awasthi, Poornima University, Jaipur</b></p> <ul style="list-style-type: none"> <li>To get familiar with Python Programming Language.</li> <li>To get familiar with functioning of Python</li> </ul>	<p><b>Session 1: 10:00am to 11:00am</b></p> <p><b>Key Resource Person – Prof (Dr.) Brijesh Awasthi, Poornima University, Jaipur</b></p> <ul style="list-style-type: none"> <li>To understand and apply the concepts of hypothesis testing (Z/t-tests, ANOVA, Correlation and Chi-Square)</li> </ul>
<p><b>Session 2: 11:15am to 12:30pm: Descriptive Analytics</b></p> <p><b>Key Resource Person – Prof (Dr.) Brijesh Awasthi, Poornima University, Jaipur</b></p> <ul style="list-style-type: none"> <li>To understand the nuances of data collection and Processing.</li> <li>To understand and apply descriptive analytics using Python</li> </ul>	<p><b>Session 2: 11:15am to 12:30pm: Predictive Analytics</b></p> <p><b>Key Resource Person – Prof (Dr.) Brijesh Awasthi, Poornima University, Jaipur</b></p> <ul style="list-style-type: none"> <li>To understand and apply Predictive Analytics using Python (Linear Regression, Logistic Regression)</li> <li>To understand and apply the Time Series Forecasting</li> </ul>
<p><b>Lunch Break: 12:30pm to 1:15pm</b></p>	<p><b>Lunch Break: 12:30pm to 1:15pm</b></p>
<p><b>Afternoon Session: 1:15pm to 3:45pm</b></p> <p><b>Session 3: 1:15pm to 3:45pm: Descriptive Analytics</b></p> <p><b>Key Resource Person – Prof (Dr.) Brijesh Awasthi, Poornima University, Jaipur</b></p> <ul style="list-style-type: none"> <li>Representation of data using basic graphs in Python (Scatterplot, Histogram, Bar Chart, Pie Chart, Countplot, Boxplot, Heatmap, Distplot, word cloud etc)</li> </ul>	<p><b>Afternoon Session: 1:15pm to 3:45pm</b></p> <p><b>Session 3: 1:15pm to 3:45pm: Predictive Analytics</b></p> <p><b>Key Resource Person – Prof (Dr.) Brijesh Awasthi, Poornima University, Jaipur</b></p> <ul style="list-style-type: none"> <li>To understand and apply the Segmentation (Cluster Analysis, Discriminant Analysis)</li> </ul>
<p><b>Day 5 (16<sup>th</sup> September, 2022)</b></p>	
<p><b>Morning Session: 10:00am to 1:30pm</b></p>	
<p><b>Session 1: 10:00am to 11:30am</b></p> <p><b>Key Resource Person: Prof (Dr.) Monika Arora, Amity University, Manesar</b> Topic: Introduction of R for Business Analytics</p>	<p><b>Valedictory Session: 1:00pm to 1:30pm</b> <b>Guest of Honour: Mr Deepak Gupta, IBM India</b></p> <ul style="list-style-type: none"> <li>Know your customer (KYC): Customer Profiling, demographics, and spend profiling</li> </ul> <p><b>Vote of Thanks</b> <b>Prof (Dr.) Alok Pandey</b> <b>Dr. Karina Bhatia Kakkar</b></p>
<p><b>Session 2: 11:30am to 1:00pm</b> <b>Key Resource Person: Prof (Dr.) Monika Arora, Amity University, Manesar</b> Hands on Practice and Problem-Solving using R</p>	

## GD Goenka University



GD Goenka University is a private university located in Sohna, Gurugram, Haryana, India. It was established in 2013 by the GD Goenka Group through the Haryana Private Universities (Amendment) Act, 2013. The GD Goenka Group was founded by Shri A.K. Goenka. The University is approved by University Grants Commission (UGC). GD Goenka University is an internationally acclaimed and premier institution of higher education in India. Quality education aimed at directing the students towards research, innovation and extension is the defining element of the GD Goenka University. It has also gained recognition as a QS IQUAGE “Diamond” rated University.

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### **School of Management**

The School of Management at GDGU has made a remarkable presence in management education because of its innovative curriculum and dedicated faculty members. The school offers degree and diploma courses in the specialized areas of Business Analytics, Marketing, Finance, Operations, IT & SCM, HR, and International Business for both PG and UG students.

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## Leadership and Organizing Team

<b>Chief Patron</b> Mr. Nipun Goenka MD, G D Goenka Education Group Pro-Chancellor, G D Goenka University	<b>Co-Patron</b> Prof (Dr.) Tabrez Ahmad Vice-Chancellor G D Goenka University
<b>Program Chair</b> Prof (Dr.) Alok Pandey Dean, School of Management, G D Goenka University	<b>Program Convener</b> Prof (Dr.) Kishore Kumar Morya Dr Karina Bhatia Kakkar Dr Syed Hameedur Rahman Zaini
<b>Program Co-convener</b> Dr. Parul Sinha Dr. Ramandeep Kaur Dr. Swati Sisodia Dr. Mohd Azmi Khan	

### Contact Persons:

<b>Prof (Dr.) Kishore Morya</b> Professor kishore.morya@gdgu.org # 7988108826	<b>Dr. Karina Bhatia Kakkar</b> Assistant Professor karina.kakkar@gdgu.org # 9818414769	<b>Dr. Syed Hameedur Rahman Zaini</b> Assistant Professor hameed.zaini@gdgu.org # 9808605560
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