

Short Term Course On Data Analytics with R

Organized by
Vinod Gupta School of Management
Indian Institute of Technology
Kharagpur – 721 302, India
(Funded by AICTE)
Venue: VGSOM, IIT Kharagpur

Dates: 17th August 2014 to 24th August 2014

Program Description:

Data driven decision making has become the mainstay of decisions leading to problem solving for all functional areas of management. However this field is fast evolving with new techniques, mixed methods and applications emerging both from academia and practitioners. Thus it becomes imperative for decision makers to master data driven decision making as applied to complex problem solving. The program covers Data based decision making in breadth and sufficient depth so as to enable participants to apply the leanings to varied use situations which they may face in their work. *The course involves instruction through a statistical software package 'R' as a part of the learning.*

The program is open to Faculty Members of AICTE approved Institutes and entry and middle level executives in the Finance, HRM, Manufacturing, Operations, Data Analytics, Marketing, General Management and Information Technology functions. The FDP/MDP on Data Analytics would also be useful to academicians and research scholars who want to learn Multivariate Techniques for their research. Also, Organizations that want to achieve superior data driven decision making as a means of competitive advantage will benefit from the course. Organizations that need to move towards a process mode for decision making will also benefit by sending multiple participants to the course.

The eight day course consists of classroom demonstrations on a statistical package 'R', exercises, and case studies. The course will cover various analytical tools in breadth and depth which are used for Data Driven Decision Making. The course will also focus on applications of these tools to situations taken from different contexts. Case studies would

focus on problem solving with the aid of data analytical tools. Hands-on learning would be ensured through instructor led participants working with the statistical package while solving problems from different contexts.

Key Topics to be covered:

Part 1

1. Introduction to R
2. Exploring data with R
3. Random Variables and Distributions
4. Sampling
5. Point estimation
6. Confidence Intervals
7. Hypothesis Testing

Part 2

1. Multivariate Methods: Factor, Cluster and Discriminant Analysis
2. Regression Analysis
3. Time Series
4. Panel Data Analysis

Part 3

1. Partial Least Squares- Structural Equation Modeling.
2. Data Mining with 'Rattle' Package
3. Applications to Marketing and Finance.

COURSE FEES:

Category A: The course is free for AICTE approved college and university faculty members. Free Boarding/Lodging will be provided in the IIT Kharagpur Campus

A draft of Rs.1000 in favor of 'CEP-STC, IIT Kharagpur', payable at Kharagpur needs to be send which is *refundable* if the applicant attends the course and will be forfeited if the applicant does not attend the short term course .

Category B: The fee for participants from industry is **Rs. 15000**. The fee covers cost of course material, hand-outs, food and accommodation at the IIT Kharagpur Campus. Interested participants are required to send their application to the coordinator in the prescribed format along with a bank draft in favor of CEP-STC, IIT Kharagpur payable at Kharagpur..

Course Coordinator:

Dr. Sujoy Bhattacharya
Vinod Gupta School of Management
Indian Institute of Technology Kharagpur
West Bengal 721302
Mob. 91-9564250315
E-mail: sujoybtc@vgsom.iitkgp.ernet.in
Fax: 03222-83870

Response Form

Name: _____

Designation: _____

Name of the Organization: _____

Address for Communication: _____

Highest Academic Qualification: _____

Phone: _____ (O) _____ (R)

Mobile: _____

Fax: _____

Email: _____

Details of demand draft:

Bank Name: _____ DD Number: _____

Date: _____ Amount: _____

Date: _____

Signature of the Applicant

Recommendation and forwarding from the Organization:

Signature with seal of the Head of the Organization