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RAJAGIRI BUSINESS
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RAJAGIRI BUSINESS SCHOOL

KOCHI, KERALA

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AICTE Training And Learning (ATAL) Academy Sponsored Faculty Development Programme

on

*“Storytelling with Data: Descriptive, Predictive and Prescriptive tools
using Excel, Python, Orange, and Tableau”*

(December 16 – 22, 2023)



Rajagiri Business School, Rajagiri Valley, Kakkanad, Kochi - 682039

About ATAL Academy

The AICTE Training and Learning (ATAL) Academy has a visionary goal: " To empower faculty to achieve goals of Higher Education such as access, equity, and quality." AICTE, in alignment with the initiatives launched by the Government of India's Ministry of Human Resource Development, is dedicated to enhancing the standard of technical education nationwide. Recognizing the importance of skill development among the younger generation and the crucial role played by well-trained faculty and technicians in their respective fields, the Council acknowledges the imperative need for training. These training programs are designed to augment the knowledge and competencies of students, rendering them more employable and globally competitive.

About Rajagiri Business School

Rajagiri Business School (RBS), Kochi, Kerala, was founded in 2008 and is managed by the CMI (Carmelites of Mary Immaculate) father – an indigenous Catholic congregation based in India. RBS – an AICTE-approved, AACSB-accredited autonomous business school, offers two-year full-time accredited Post Graduate Diploma in Management (PGDM) programme and a doctoral-level Fellow Programme in Management (FPM). RBS's PGDM programme has received accreditation from both the National Board of Accreditation (NBA) and the European Foundation for Management Development (EFMD), solidifying its reputation as a top-tier institution. The programme is also equalized by the Association of Indian Universities (AIU) of UGC, Govt. of India with an MBA. With social responsibility at the heart of its mission, RBS distinguishes itself by ensuring that its graduates are imbued with social consciousness and empathetic involvement in society. To equip students with the right conceptual foundation, analytical skills and knowledge application ability, the curriculum at RBS is kept relevant with the dynamics of the changing business environment.

About the FDP

This six-day offline Faculty Development Program aims to provide a comprehensive overview of Business Analytics, blending theoretical knowledge with hands-on experience. The program leverages hands-on workshops, case studies, and industrial visits to ensure a holistic learning environment. Each session will be facilitated by experts in the respective fields, providing attendees with actionable insights and hands-on experience that can be directly applied to their teaching and research. By the end of the program, participants are expected to:

- ❖ Gain a robust understanding of the multiple facets of Business Analytics
- ❖ Develop the ability to translate raw data into actionable insights
- ❖ Acquire practical experience in utilizing various software tools like Excel, Tableau, Python, and Orange for analytics tasks
- ❖ Enhance their teaching methodologies with current industry-relevant practices
- ❖ Build a foundational understanding for conducting further research in the field of Business Analytics.

FDP Schedule

	Day 1 (16/12/23)	Day 2 (18/12/23)	Day 3 (19/12/23)	Day 4 (20/12/23)	Day 5 (21/12/23)	Day 6 (22/12/23)
09:00 am to 09:30 am	Inauguration Ceremony					
09:30 am to 12:00 pm	Introduction to Business Analytics <i>[Dr. Angela Susan Mathew]</i>	Data Visualization & Descriptive Analytics <i>[Dr. Angela Susan Mathew]</i>	Introduction to Python – 1 <i>[Mr. Shiju Thomas]</i>	Introduction to Predictive modelling <i>[Dr. Sreejith R.]</i>	Industrial Visit	Developing Prescriptive Models <i>[Mr. Kannan Sekar]</i>
12:00 pm to 01:00 pm	Case Study – 1 <i>[Dr. Sinimole K. R.]</i>	Case Study – 2 <i>[Dr. Angela Susan Mathew]</i>	Case Study – 3 <i>[Mr. Shiju Thomas]</i>	Case Study – 4 <i>[Dr. Sreejith R.]</i>		Reflection Journal
01:00 pm to 02:00 pm (Lunch)						
02:00 pm to 04:30 pm	Practical Guide to Extracting Insights from Data <i>[Dr. Sinimole K. R.]</i>	Introduction to Data Visualization and Tableau <i>[Dr. Angela Susan Mathew]</i>	Introduction to Python – 2 <i>[Mr. Shiju Thomas]</i>	Developing Predictive Models – 1 <i>[Dr. Sreejith R.]</i>	Advanced Predictive Model Development and Interpretation <i>[Dr. Sreejith R.]</i>	MCQ, Feedback & Interactions
04:30 pm to 05:30 pm	Hands-On Excel Workshop <i>[Dr. Sinimole K. R.]</i>	Hands-On Tableau Workshop <i>[Dr. Angela Susan Mathew]</i>	Hands-on experience in Python <i>[Mr. Shiju Thomas]</i>	Hands-On Python & Orange Workshop – 1 <i>[Dr. Sreejith R.]</i>	Hands-On Python and Orange Workshop – 2 <i>[Dr. Sreejith R.]</i>	Valedictory Session

Resource Persons



Dr. Sinimole K. R. – Associate Professor & Chair (Information Systems & Business Analytics), RBS

Dr. Sinimole is a seasoned academic with a focus on Business Analytics and Organizational Performance. She holds a Ph.D. in Management from the Tata Institute of Social Sciences, Mumbai, and has specialized postgraduate qualifications in Operations Research and Computer Applications from CUSAT, Kochi. Before joining Rajagiri as a faculty member, Dr. Sinimole served as an Associate Professor specializing in Research and Business Analytics at Prin. L. N. Welingkar Institute of Management Development & Research in Mumbai. She has also been an Adjunct Faculty at the S P Jain School of Global Management in Singapore. Her research interests primarily focus on Organizational Performance and efficiency, and she has research publications to her credit in this area. Her deep academic background and industry insights make her an invaluable asset in the field of management education.



Dr. Sreejith R. – Assistant Professor, Rajagiri College of Social Sciences

With over 11 years of teaching experience, Dr. Sreejith is a Ph.D. holder in Computer Science and Engineering from REVA University, Bangalore, and has an MTech Degree in Information Technology from Anna University. He is an integral part of Rajagiri's Software Development Team (RLabZ), where he applies his expertise in Data Analytics, Business Modelling, Machine Learning, Text Analytics, Web Application Development, and Security. As a multi-faceted professional, he also works as a consultant and trainer, specializing in Python, the Django Framework, the DOT NET Framework, and various other emerging technologies. His scholarly contributions are evident through his extensive research published in reputed journals, particularly in the fields of information security and business analytics. In addition to his academic achievements, he holds several patents and copyrights in the areas of IoT and AI, further solidifying his role as an innovator and thought leader in the field.



Dr. Angela Susan Mathew – Assistant Professor & Associate Dean (Academics), RBS

Dr. Angela serves as the Associate Dean of Academics at Rajagiri Business School. She is an alumnus of the Department of Management Studies, IIT Delhi, where she completed her PhD and MBA in Information Systems. She is an engineer from the School of Engineering, Cochin University of Science & Technology. She teaches Emerging Technologies, Digital Transformation of Business, Business Analytics and Visualization using Tableau. Dr. Angela has an extensive background in training, both in corporate settings and academia, sharing her expertise to bridge the gap between theoretical knowledge and practical application.



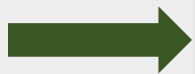
Mr. Shiju Thomas M.Y. – Assistant Professor, Rajagiri College of Social Sciences Prof. Shiju Thomas brings a blend of academic and industry experience to his role at Rajagiri Business School, where he has been a faculty member since 2013. A graduate of Cochin University of Science and Technology, he holds both an M.Tech and an MCA from the institution. Before joining Rajagiri, Prof. Thomas served as a Project Coordinator with Plus Point Solutions in the IT sector. Currently pursuing a Ph.D. in Computer Science and Engineering from Christ (Deemed to be University) in Bangalore, Prof. Thomas is a recognized trainer who has conducted various training programs in multiple companies. His dual expertise in academia and industry training provides a practical edge to his pedagogy, enhancing the educational experience for his students.



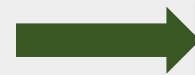
Mr. Kannan Sekar – Director (Sales) at G10X Pvt. Ltd.

Mr. Kannan Sekar is currently serving as Director (Sales) at G10X Pvt. Ltd., where he has been in position since April 2023. Concurrently, he has been imparting knowledge as a Visiting Professor at Rajagiri Business School since December 2022, specializing in Game Theory and Marketing Analytics for postgraduate MBA students. Before stepping into his current roles, Kannan was a Partner in Solutions at Litmus7, where he was instrumental in shaping the GTM strategy for sales and business-level solutions for retail. He also devoted six years as an Assistant Professor at Rajagiri Business School and held the position of Senior Manager of Focus Markets at Videocon Industries Ltd. Kannan’s academic credentials are equally impressive, holding a Bachelor’s degree in Electrical and Electronics Engineering from the College of Engineering Trivandrum, and furthering his studies at the Indian Institute of Technology, Roorkee. With a blend of academic and industry experience, he brings a multi-faceted perspective to his endeavors.

- ❖ **Registration Fee – FREE**
- ❖ Seat Availability – Maximum 50 participants
- ❖ Registration – Sign up via the AICTE ATAL website
- ❖ Registration Links – [AICTE Website](#) or [ATAL Academy Signup](#)
- ❖ Need Help with Registration? - [Click here](#)
- ❖ The accommodation facility (AC Rooms Twin Sharing) is available at a Nominal Rate of 1000/- for a limited number of participants. For accommodation, contact:9946756559



- ❖ Application Deadline – November 30, 2023
- ❖ Notification of Acceptance – December 4, 2023



Faculty/ Researchers/Ph.D. scholars/PG students are welcome to apply

Organized by

Information Systems & Business Analytics area
Rajagiri Business School

Coordinated by

Dr. Sinimole K. R.

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