**Short Term Training Program on Data Analytics and its Applications in Research (DAAR)**
**18th - 22nd June, 2023**
**(Online Mode)**

**Organized by:**
**School of Management Studies**
**Motilal Nehru National Institute of Technology Allahabad,**
**Prayagraj- 211004 (India)**

## Organizing Committee

**Patron**
**Prof. R.S. Verma**
Director
Motilal Nehru National Institute of Technology Allahabad
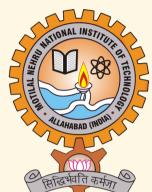
**Chairperson**
Dr. Vibhuti Tripathi
Associate Professor and Head
School of Management Studies
Motilal Nehru National Institute of Technology Allahabad

## Coordinators

Dr. Somen Dey
Assistant Professor School of Management Studies
Motilal Nehru National Institute of Technology Allahabad

Dr. Yatish Joshi
Assistant Professor School of Management Studies
Motilal Nehru National Institute of Technology Allahabad

## About the Course

In this age of Information, it is believed that information leads to power and success, and with the aid of the sophisticated technologies, we have been collecting tremendous amount of information. Confronted with huge collections of data, we have now created new needs to help us make better managerial choices. These needs are automatic unitarization of data, extraction of the essence of information stored and the discovery of patterns in raw data. With the enormous amount of data stored in files, databases, and other repositories, it is increasingly important to develop powerful means for analysis and interpretation of such data and tor the extraction of interesting knowledge that can help in decision-making in different domain of Management Science i.e. Marketing, Finance, Operations, and Human Resources.

## Objectives of the Course

1. To understand the various data mining/data analytics tools and its implications in different domains of management and research.
2. To provide hands on exposure on various data analytics software such as R by working on real life managerial problems.
3. To appreciate the importance of data science in business decision-making and its implications in research.

## Tentative Topics to be covered Within the Course

- Fundamentals of Data Science, Data Mining and Machine Learning
- Prediction Techniques: Linear Regression Models
- Classification Techniques: Logistic Regression Models and its Optimization; Classification and Regression Trees (CART) Algorithms
- Clustering Techniques: K-means Clustering and its application in research.
- Practical Exposure to Building Models on Real Life Data Sets using MS Excel Modules and R Studio Cloud
- Artificial Neural Networks (ANN)
- Fuzzy Logic, Analytical Hierarchy Process in Research
- Interruptive Structural Modelling
- Multi-Criteria Decision-Making Techniques (MCDM) approaches to Complex Problems
- Sentiment Analysis and its application in research
- Bibliometric Analysis

## Target Audience

1. Research Scholars and PG Graduate Students
2. Faculty Members
3. Industry Professionals

## Registration Fees [Inclusive of GST]

- For Industry Professionals: INR 2000
- For Faculty Members/Academicians: INR 1500
- For Research Scholar/Students INR 1000

## About the Institute

Motilal Nehru National Institute of Technology Allahabad, Prayagraj (MNNIT) is an Institute with total commitment to quality and excellence in academic pursuits. It was established as one of the seventeen Regional Engineering Colleges of India in the year 1961 as a joint enterprise of Government of India and Government of Uttar Pradesh, and was an associated college of University of Allahabad, which is the third oldest university in India. The Institute now offers nine B.Tech., nineteen M.Tech. Degree Programmes (including part-time), MCA, MBA, M.Sc. (Mathematics and Scientific Computing) and Master of Social work (M.S.W.) programmes and also registers candidates for the Ph.D. degree. The Institute has been recognized by the Government of India as one of the centres for the Quality Improvement Programme for M.Tech. and Ph.D. The Institute has a very progressive policy towards extending all possible facilities to its faculty members to acquire higher degrees and receive advanced training. As a result, majority of the faculty members possess Ph.D. degrees. The Institute has been selected as a Lead Institution under World Bank funded Government of India Project on Technical Education Quality Improvement Programme (TEQIP) (2002-2007). Two state level institutions are networked with MNNIT under the project.

## About the Department

School of management studies (SMS) has created a coveted niche for itself in management education of the country. Established in 1996, SMS offer one full-time PG Degree program, viz. Master of business Administration (MBA). Student get the advantage of dual specialization out of System Management, Marketing Management, Financial Management, Human Resource Management, International Business and Operation Management. SMS also offer Ph. D programmes on stipendiary and non-stipendiary basis for full time and off-campus candidates. The faculty is highly qualified with international exposure and motivated to inculcate quest for perfection among the students. Short-term training/management development programmes for industry and faculty are regularly organized with MHRD and AICTE collaboration. School of Management studies has emerged as one of the niche institutions in the university system, ranking no. 42 in overall rank is 8th in terms of ROI in the country, in the MDRA survey of the B-School by outlook news magazine, 2012.

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## REGISTRATION FORM

Industry Professionals ☐    Students ☐    Faculty ☐

Name:...............................................................................

Designation:...................................................................

Organization:.................................................................

Address for Communication:.......................................

...........................................................................................

Phone:....................................... Mobile:.....................................

Email:...............................................................................

Payement Mode:    Demand Draft ☐    Cheque ☐

Cash ☐    NEFT/IMPS ☐

Drawn in favor of STTP-DAAM payable at Allahabad

DD No/Cheque No _____Date _____

Amount_____ Bank _____

NEFT/IMPS Details _____ _____Date_____ _____

Amount _____ Bank _____

For NEFT/IMPS Transfers:   IFSC Code- SBIN0002580

A/C Name: SNFCE MNNIT Allahabad

A/C No: 10424975574        Branch: SBI, MNNIT Allahabad

**Accommodation Required:**    Yes ☐    No ☐

Date:                        Signature:

**Instructions for Registration:**
1. Please pay the requisite fees through any of the payment modes
2. Fill the registration form completely
3. Send the scanned copy of the filled form along with payment details to the email id:  somen@mnnit.ac.in