



Executive Data Analytics Programme, 2019

About the Institute

Indian Institute of Management Raipur is one of the premier business schools in India. Located at its recently built 200 acres state of the art campus at Atal Nagar, New Raipur, the Institute offers world class education in major areas of management and provides an ambience for genuine intellectual pursuit, excitement and professional growth.

The Institute has an internationally acclaimed Postgraduate Programme in Management, a Fellow Programme in Management and an Executive Fellow Programme in Management known for its quality, rigor and global orientation.

The Institute has well equipped air-conditioned Lecture Rooms, Library, Simulation Lab and comfortable on-campus air- conditioned boarding and lodging arrangements on double occupancy basis for the Management Development Programme participants at the campus.

IIM Raipur with its vision of being a globally-acclaimed Business School has collaboration with many Business Schools in Europe, South America, Australia, New Zealand and USA for Faculty and Students Exchange.

The IIM Raipur campus is located about 20 km away from the Swami Vivekananda Airport and 30 km away from Raipur Railway Station.



Vision of IIM Raipur

A world class institute with global outlook imbedded with regional and local focus. An institute par excellence, which will be known for outstanding value-based quality education, high quality research, executive education, consultancy and strong corporate as well as international linkages. A B-School, which will serve the society, the state and the nation for economic growth and prosperity

Director's Message



**Professor Bharat Bhasker,
Director IIM Raipur**

Indian Institute of Management Raipur was established in the year 2010 by Government of India, Ministry of Human Resource Development, with the objective of offering world class management education in the country.

With the vision of developing the business leaders of tomorrow, IIM Raipur has made great strides forward. Our emphasis is to create young, motivated and dedicated managers to meet the challenges of the organizations both locally and globally.

Keeping the above objective in mind, IIM Raipur is pleased to introduce the "Post Graduate Programme in Management for Working Executives (PGPMWE)".

It is an intensive two-year programme in management and is specifically designed for working professionals across areas and geographies. Its classes will be held on every alternative Saturdays and Sunday.

The programme gives them an opportunity to learn fundamentals of management, develop managerial skills, and build perspectives to manage organization more effectively in a complex business environment.

The previous program for working executives i.e. PGPWE of IIM Raipur which was an eighteen-month course, has received tremendous response from public sector, private sector, and government organizations. IIM Raipur has revamped the same to cater to new emerging scenarios in management.

The first batch of the programme is starting from April 2019. I invite you to be a part of this professionally rewarding experience.

Chairperson Message



Professor Sanjeev Prashar, Chairperson, Executive Education & Consultancy

Today, our Indian industry has a very good opportunity as India has possibilities of long-term growth in the world. Capitalizing on the growth opportunities is not a cake walk. It requires skilled executives with the quality of business leadership.

IIM Raipur has introduced Post Graduation Program in Management for Working Executives (PGPMWE) which helps in developing and upbringing the hidden skills and talent of an individual which may be useful in today's economy.

The PGPMWE Program is designed especially for professionals, entrepreneurs and leaders from different organizations. This program grooms a person for senior management roles. It even provides a boost in the career while continuing the same job.

This course has over 23 portfolio which helps in improving skills and understanding several learning dimensions of the program which include global and rural immersion module which helps a person to learn.

I encourage you to be a part of this creative program and give wings to your dreams.

प्रबंध संस्थान

Program Director



Prof. Sumeet Gupta Associate

**Professor Decision Science & Systems Interest Areas:
Management Information Systems (Technology Adoption),**

Prof. Sumeet Gupta is affiliated as Associate Professor in the Dept. of Decision Science and Systems at IIM Raipur. He received PhD (Information systems) as well as MBA from National University of Singapore and BE (Mining) from GEC Raipur. He has a total of 14 years of work experience in Industry, Teaching and Research, during which he worked with L&T India, The Logistics Institute-Asia Pacific, Singapore and SSGI Bhilai before joining IIM Raipur. He participated in Global Colloquium at Harvard Business School in 2015. He has held visiting faculty assignments with IIIT Naya Raipur as well as Huazhong University of Science and Technology, Wuhan, China. He has been accredited by AIMA as an Accredited Management Teacher and was awarded Prof. Manubhai M Shah Memorial Award by Indian Commerce Association for the year 2017. He was also awarded President Graduate Fellowship at National University of Singapore. He has published more than 50 papers in top-ranked International Journals (DSS, Omega, P&M, I&M, IJIM, EJOR etc.) and more than 30 papers in International Conferences (ICIS, ECIS, PACIS, AMCIS, AOM, POMS etc.) and his publications count exceed 100. He has also edited two books in the area of Humanitarian Logistics and Supply Chain. His research interests include Electronic Governance, E-Commerce and Business Analytics. He has conducted several consultancy projects with both Private and Govt. bodies in India and abroad and has conducted many training programs.

We Welcome to you

We are delighted that you have been offered admission to Executive Program at IIM Raipur, and we look forward to welcoming you to campus towards end of the program. As a participant, you are an important part of our IIM Raipur community.

We are delighted to welcome you into a community that supports your academic success, professional development, and personal wellbeing. By fostering a spirit of collaboration and cooperation, we support you in your desire to learn new skills – beyond the specialized skills in your Executive Development program – you prepare to have an impact in many possible areas. you will find exceptional resources that complement what your department or program offers.

We look forward to personally welcoming you to IIM Raipur Executive development program. We are confident that you will find this a truly exciting time to pursue your Data Analytics Program.

Programme Road Map

Introduction to Business Analytics
Predictive Analytics using Regression Modeling
Concept of Regression Modeling
Assumptions behind Regression Modeling
Hands on practical and Application on Real Dataset - Predictive, Regression modeling.
Predictive Analytics using Time Series Modeling
Time Series Decomposition
Exponential Smoothing and Moving Average
Case Study and Practical on - Time Series Modeling, Decomposition, Smoothing.
Predictive Analytics using Classification
Concept of Classification Modeling
Data Mining Vs Statistical Modeling
Training, Test and Validation Data
Techniques of Classification Modeling including Logistics Regression, Classification Trees, Random Forests, Neural Networks
Practical and Application on Real Dataset - Classification, Modeling , Data Mining Vs Statistical Modeling.
Predictive Analytics using Unsupervised Techniques
Concept behind unsupervised techniques
Techniques of Clustering, Association Mining, Topic Modeling
Practical and Application on Real Dataset - Techniques of Clustering, Association Mining, Topic Modeling.
Descriptive Analytics
Principles of Data Visualization
Geographic and Spatial Mapping
Creating Dynamic and Interactive Maps
Creating interesting visualizations
Case study and Application on Real Dataset - Data Visualization , Spatial Mapping , Interactive MAPS, Visualization.
Text Mining and Sentiment Analysis.
Techniques for Web-Scraping
Analyzing Textual data using Classification and Clustering Techniques
Case Study and Application on Real Dataset - Text Mining, Sentiment Analysis, web scraping.
Concept behind Social Network Modeling
Conducting Social Network Analysis
Campus Visit and Project to complete.

Sessions Day

All sundays	for 2.30 Hours	Tea Break 15 Mints
All 2nd Saturday	for 2.30 Hours	Tea Break 15 Mints
All 4th Saturday	for 2.30 Hours	Tea Break 15 Mints

CRM

CRM will unable access for participants to have study material, session scheduling, notifications, notice board, recoded session access, updates and networking.

Road Map

Participants will have all login cerditionals a week preior program starts

Participants will have technology DEMO 4 days before the first session take place

Participants will have ice breaking session a day prior the first session take place