

EXECUTIVE PROGRAM IN BUSINESS ANALYTICS & DATA DRIVEN DECISION MAKING

| DATE | Time (IST) | Synchronous | Instructor#1 | Instructor#2 | Instructor#3 | Instructor#4 |
|-----------|------------|---|-----------------------|-----------------------|--------------|--------------|
| 10-Sep-23 | 3Hrs | S1. Foundations of Business Data Analytics S1.1 What is Data? S1.2 A Brief History of Data S1.3 Big Data vs. Business Data S1.4 Big Data Analytics vs. Business Data Analytics S1.5 Group Exercise & Discussion | Dr. Ravi Vatraru | Dr. Abid Hussain | | |
| 17-Sep-23 | 3Hrs | S2. Frameworks for Business Data Analytics S2.1 Three Stages of Analytics Adoption S2.2 New Rules of Value 2.0 S2.3 Business Data Formula S2.4 Business Analytics Framework S2.5 Business Analytics Pathways S2.6 Strategic Framework for Business Data Analytics S2.7 Reporting Framework for Business Data Analytics S2.8 Business Data Analytics Cases Discussion | Dr. Ravi Vatraru | Dr. Abid Hussain | | |
| 24-Sep-23 | 3Hrs | S3. Foundations of Business Data Modelling S3.1 Introduction to Relational Databases S3.2 Introduction to SQL | Dr. Abid Hussain | Dr. Ravi Vatraru | | |
| 01-Oct-23 | 3Hrs | S4. Hands-On Tool Training#01: RDBMS & SQL S4.1 Sample Dataset S4.2 Software Download & Tech Support S4.3 Training Manual & Video | Dr. Abid Hussain | Dr. Ravi Vatraru | | |
| 08-Oct-23 | 3Hrs | S5. Visual Analytics S5.1 Key Concepts S5.2 Main Methods S5.3 Best-of-the-Breed Tools | Dr. Ravi Vatraru | Dr. Abid Hussain | | |
| 15-Oct-23 | 3Hrs | S6. Hands-On Tool Training#02: Visual Analytics S6.1 Sample Dataset S6.2 Software Download & Tech Support S6.3 Training Manual & Video | Dr. Abid Hussain | Dr. Ravi Vatraru | | |
| 22-Oct-23 | 3Hrs | S7. Business Cases#01: Visual Analytics S7.1 Research Findings S7.2 Industry Reports S7.3 Managerial Implications and Organizational Applications | Dr. Ravi Vatraru | Dr. Abid Hussain | | |
| 29-Oct-23 | 3Hrs | S8. Text Analytics S8.1 Key Concepts S8.2 Main Methods S8.3 Best-of-the-Breed Tools | Dr. Raghava Mukkamala | Dr. Ravi Vatraru | | |
| 05-Nov-23 | 3Hrs | S9. Hands-On Tool Training#03: Text Analytics S9.1 Sample Dataset S9.2 Software Download & Tech Support S9.3 Training Manual & Video | Dr. Raghava Mukkamala | Dr. Ravi Vatraru | | |
| 12-Nov-23 | 3Hrs | S10. Business Cases#02: Text Analytics S10.1 Research Findings S10.2 Industry Reports S10.3 Managerial Implications and Organizational Applications | Dr. Ravi Vatraru | Dr. Raghava Mukkamala | | |
| 19-Nov-23 | 3Hrs | S11. Causal Inference and Discontents S11.1 Correlation vs. Causation S11.2 Explanatory Models vs. Predictive Models S11.3 Explainability, Responsibility, Regulation, & Ethics | Dr. Ravi Vatraru | Dr. Shivshanker Patel | | |
| 26-Nov-23 | 3Hrs | S12. Foundations of Predictive Analytics S12.1 Predictive Analytics-1: Data Modelling Culture S12.2 Predictive Analytics-2: Algorithmic Learning Culture | Dr. Raghava Mukkamala | Dr. Shivshanker Patel | | |

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| 03-Dec-23 | 3Hrs | S13. Hands-On Tool Training#04: Predictive Analytics-1-Statistics S13.1 Sample Dataset S13.2 Software Download & Tech Support S13.3 Training Manual & Video | Dr. Shivshanker Patel | Dr. Raghava Mukkamala | | |
| 10-Dec-23 | 3Hrs | S14. Business Cases#03: Predictive Analytics-1-Statistics S14.1 Research Findings S14.2 Industry Reports S14.3 Managerial Implications and Organizational Applications | Dr. Shivshanker Patel | Dr. Raghava Mukkamala | | |
| 17-Dec-23 | 3Hrs | S15. Hands-On Tool Training#05: Predictive Analytics-2-Machine Learning S15.1 Sample Dataset S15.2 Software Download & Tech Support S15.3 Training Manual & Video | Dr. Raghava Mukkamala | Dr. Shivshanker Patel | | |
| 24-Dec-23 | 3Hrs | S16. Business Cases#04: Predictive Analytics-2-Machine Learning S16.1 Research Findings S16.2 Industry Reports S16.3 Managerial Implications and Organizational Applications | Dr. Ravi Vatraru | Dr. Shivshanker Patel | | |
| 31-Dec-23 | 3Hrs | S17. Group Project Work-1/3 S17.1 Real-World Dataset Collection S17.2 Data Pre-Processing & Wrangling S17.3 Data Modelling | Dr. Ravi Vatraru | Dr. Raghava Mukkamala | Dr. Abid Hussain | Dr. Shivshanker Patel |
| 07-Jan-24 | 3Hrs | S18. Group Project Work-2/3 S18.1 Data Analysis S18.2 Reporting S18.3 Business Value Exploration & Exploitation | Dr. Ravi Vatraru | Dr. Raghava Mukkamala | Dr. Abid Hussain | Dr. Shivshanker Patel |
| 14-Jan-24 | 3Hrs | S19. Group Project Work-2/3 S19.1 Presentation S19.2 Video Recording S19.3 Upload to LMS | Dr. Ravi Vatraru | Dr. Raghava Mukkamala | Dr. Abid Hussain | Dr. Shivshanker Patel |
| 21-Jan-24 | 3Hrs | S20. Learning Reflections & Course Conclusion S20.1 Promises & Pitfalls of Business Data Analytics S20.2 Lessons Learnt from Group Projects S20.3 Tips & Tricks for Strategic Business Data Analytics Projects S20.4 Key Takeaways & Conclusion | Dr. Ravi Vatraru | Dr. Raghava Mukkamala | Dr. Abid Hussain | Dr. Shivshanker Patel |