



ST. FRANCIS INSTITUTE OF MANAGEMENT AND RESEARCH

Approved by AICTE, New Delhi and Affiliated to the University of Mumbai
(Accredited 'A' Grade by NAAC & An ISO 9001:2015 Certified Institute)

Presents

A Management Development Programme Par Excellence

A Business ANALYTICS



On 23rd & 24th September, 2016

ABOUT SFIMAR



St. Francis Institute of Management & Research (SFIMAR) was established in 2002 by 'The Society of the Congregation of Franciscan Brothers' to impart quality education in the field of Business Management. It is recognized by AICTE, New Delhi and has been granted permanent affiliation by the University of Mumbai. It is also recognized under Section 2 (f) & 12 (B) of UGC

Act 1956. SFIMAR is an ISO 9001:2015 Certified Institute and accredited 'A' Grade by the National Assessment and Accreditation Council (NAAC) in 2016.

SFIMAR offers Masters in Management Studies (MMS) Programme, Post Graduate Diploma in Management (PGDM) Programme and a three-year part-time Master's Degree Programme (Financial Management and Marketing Management streams). The Institute, its programmes and activities are designed to act as a nurturing and mentoring ground for developing work discipline, innovative abilities, leadership skills and ideal values.

ABOUT THE PROGRAMME

With the stupendous success of '**Entrepreneur in You**', an MDP par Excellence that empowered the aspirants towards pivoting concepts and ideas into great money-spinners and honing their entrepreneurial skills, St. Francis Institute of Management and Research is proud to present its next MDP on '**Business Analytics**' on 23rd and 24th September, 2016.

Business Analytics is the synthesis of data and business, to facilitate better decision making and sustain competitive advantage. The MDP on 'Business Analytics' is an opportunity to all in the academia and industry to reap the benefits of business data analysis that could improve financial performance, strategic management and operational efficiency. The participants would discern the potentiality of data analysis and attain hands on experience by employing specific tools such as EXCEL, SPSS and Tableau.



PROGRAMME SCHEDULE

Day 1 – 23rd September, 2016 (Friday)

Time	Event
08.30 – 09.00 am	Registration
09.00 – 09.30 am	Inaugural Session
09.30 – 11.00 am	Session 1 Part I Overview of Business Analytics and Types
Resource Person	Mr. Cyrus Lentin, <i>CEO, MaexaData</i>
11.00 – 11.15 am	Tea Break
11.15 - 01.15 pm	Session 1 Part II Application through Cases and Demonstration
01.15 – 02.00 pm	Lunch Break
02.00 – 03.45 pm	Session 2 Part I Digital Technology
Resource Person	Mr. Rajiv Indimath, <i>Founder, Rain Bridge Ventures</i>
03.45 – 04.00 pm	Tea Break
04.00 – 06.00 pm	Session 2 Part II Social Media Analytics

Day 2 – 24th September, 2016 (Saturday)

09.00 – 11.00 am	Session 3 Part I Overview of Content Analysis
Resource Person	Mr. Shrikant Kejriwal, <i>DGM, Mahindra & Mahindra</i>
11.00 – 11.15 am	Tea Break
11.15 – 01.15 pm	Session 3 Part II Application of Content Analysis
01.15 – 02.00 pm	Lunch Break
02.00 – 03.45 pm	Session 4 Part I Times Series Forecasting
Resource Person	Mr. Shrikant Kejriwal, <i>DGM, Mahindra & Mahindra</i>
03.45 – 04.00 pm	Tea Break
04.00 – 06.00 pm	Session 4 Part II Analytical Decision Making
06.00 – 06.30 pm	Valedictory Session

ABOUT THE SPEAKERS



Mr. Cyrus Lentin

Resource Person : Session 1 Part I & II

Mr. Cyrus Lentin is a Big Data Analyst (covering Hadoop, Java Map Reduce, Pig, Hive, Impala, Hbase & Sqoop) and a qualified Data Scientist (covering Exploring Data, Data Visualization, Statistical Inference, Regression Analysis, Machine Learning & ShinyApps using R-Programming). He has Twenty-Eight plus years of industry experience with extensive domain expertise in Data Management, Messaging and Infrastructure.



Mr. Rajiv Indimath

Resource Person : Session 2 Part I & II

Mr. Rajiv Indimath is an entrepreneur, business incubator, angel investor and growth consultant. Rajiv has scaled up in the B2C e-commerce ventures, has invested in idea stage sentiment analytics firm, and is currently the venture partner in two B2B2C ventures in the hospitality and ad-tech space. Rajiv has worked with McKinsey & Co., Citi and a boutique growth formulation and implementation firm across Brazil/India. He has executed several training and teaching assignments at IIT B, SP Jain, Symbiosis and other technical and business schools on topical issues like product development, lean start up methodology, business model canvas, M&A, venture capital investing and go to market. He is a Fellow at the Start-up Leadership Program and a mentor at Founders Institute. Rajiv is the co-founder of Inca Growth Partners, a venture development firm and Stage V, a biotechnology accelerator.



Mr. Shrikant Kejriwal

*Resource Person : Session 3 Part I & II
Session 4 Part I & II*

Mr. Shrikant Kejriwal is currently working with Mahindra and Mahindra group as DGM in the analytics consulting track. At Fractal Analytics, a top analytics company, he managed large analytics programs for global retailers, CPG companies and loyalty management organizations in descriptive and predictive analytics space. He has completed his MBA from IIM Indore and also has an engineering degree from HBTI, Kanpur. He has more than 11 years of corporate experience at companies such as TCS, Sears and Fractal. In 2008, during one of the significant BI transformation programmes, he has trained over 1500 business users over a period of two months and was awarded by the Deputy Commissioner of New York.

PARTICIPATION FEES

Participant Category	Fees	Early Bird Discounted Fees before 10th September, 2016	Group Discount
Corporates	₹ 5000	₹ 4500	• 10% applicable for all categories with 3 - 5 participants • 20% applicable for all categories with more than 5 participants
Academicians	₹ 4000	₹ 3600	
Students	₹ 2500	₹ 2250	

*All fees are inclusive of Service Tax

Inclusions:

- ✓ MDP Kit
- ✓ Course Material
- ✓ Lunch and Refreshments for both the days.

Key Takeaways:

- ✓ Problem Solving and Decision Making
- ✓ Research Applications
- ✓ Critical Thinking and Analytical Skills

ACCOMMODATION FACILITY

Room Type	Rates per Day	
	AC	Non AC
Single Occupancy	₹ 1500	₹ 1000
Twin Sharing	₹ 1200	₹ 700

*Rates include accommodation only

MODE OF REGISTRATION AND PAYMENT DETAILS

1. Online Registration Form is available on www.sfimar.org
2. Cheque / DD to be drawn in the name of "SFIMAR (CHRD) A/C"
3. Direct Payment/Bank Transfer: Payment to be made to:
 - Bank Name: Catholic Syrian Bank
 - Account Name: SFIMAR (CHRD) A/C
 - Account No. 033103169256190003
 - Account type: Savings
 - City: Mumbai
 - Branch Location: Borivali (W)
 - IFSC: CSBK0000331

*Kindly e-mail the funds transfer receipt to mdp@sfimar.org to confirm participation

Programme Coordinators

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