

**Registration Amount:** Rs. 300/-

**Registration Link:** <https://portal.kristujayanti.edu.in/register-seven-days-national-level-virtual-faculty-development-programme-on-business-analytics-concepts-building-blocks-and-applications>



**Kristu Jayanti College**  
**AUTONOMOUS** Bengaluru  
Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University



**E-Certificate will be provided for all the participants who have attended all the sessions and have responded to the feedback form**

**Last date of Registration:** 1<sup>st</sup> November 2023, Wednesday

### Organising Committee

#### Chief Patron

**Fr. Dr. Augustine George**, Principal, Kristu Jayanti College, Autonomous, Bengaluru.

#### Advisory Committee

**Fr. Lijo P Thomas**, Vice Principal & Chief Finance Officer, Kristu Jayanti College Autonomous Bengaluru.

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**Fr. Deepu Joy**, Director, Student Welfare Officer, Kristu Jayanti College (Autonomous), Bengaluru.

#### Chief Convener

**Dr. Aloysius Edward**, Dean, Faculty of Commerce and Management, Kristu Jayanti College (Autonomous), Bengaluru.

#### Convener

**Dr. Madhu Druvakumar**, Head, Department of Commerce (PG), Kristu Jayanti College (Autonomous), Bengaluru.

#### Programme Co-ordinator

**Dr. Cherian Thomas**, Faculty, Department of Commerce (PG), Kristu Jayanti College (Autonomous), Bengaluru. Mobile: +91 88673 64087 . E-mail: [cherianthomas@kristujayanti.com](mailto:cherianthomas@kristujayanti.com)

#### Organising Committee

**Dr. T K Murugesan, Dr. Pushpa A, Dr. Vidhya S and Dr. Mohan Kumar**, Faculty Members, Department of Commerce (PG), Kristu Jayanti College (Autonomous), Bengaluru

#### Contact us

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## DEPARTMENT OF COMMERCE (PG)

*Organises*

**SEVEN DAYS NATIONAL LEVEL  
VIRTUAL FACULTY DEVELOPMENT PROGRAMME  
ON  
BUSINESS ANALYTICS: CONCEPTS,  
BUILDING BLOCKS AND APPLICATIONS**

**Date:** 2<sup>nd</sup> to 9<sup>th</sup> November 2023

**Time:** 3:30 pm. to 4:30 pm.



## About the College

Kristu Jayanti College, founded in 1999, is run by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The college is affiliated to Bengaluru North University and is reaccredited with 'A++' grade by NAAC in the Third Cycle of Accreditation in 2021. The college is recognized by UGC under the category 2(f) & 12(B). The college functions as an autonomous institution since 2013, sanctioned by the University Grants Commission, Government of Karnataka & the Bangalore University.

The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

In late 1990's majority of higher educational institutions were found in the southern and eastern parts of Bangalore. The northern part of Bangalore District was semi-urban and rural that lacked educational and industrial development. In order to build vibrant academic environment and to bring positive socio-economic changes in this geographical area, the college was started at K. Narayanapura, Kothanur region in 1999.

The college had a humble beginning with 1 course, 9 students and 3 faculty members has exponentially grown with 12,000+ students and offers 33 UG programmes, 17 PG programmes, 4 Research programmes (Biotechnology, Commerce, Management & Psychology) and 3 PG Diploma Programmes.

## About the Department

The Department of Commerce (PG) of the college has striven tirelessly in pursuit of excellence in commerce education and inculcates research culture among the students. The M.Com and M.Com (FA) Programme of the department was started in the year 2008 and 2015 respectively. The main objectives of the department are to prepare the students in teaching, undertake quality researches and to meet the challenges in industry. The department not only concentrates on the academic excellence of its students but also nurtures their co-curricular activities. The faculty members are committed to nurturing an environment for proper growth of intellectual insight on business aspects. The need of the current business for acquiring skills and competence is thoroughly stressed upon in the formation of the syllabus. The department also lays emphasis on the moral, social and patriotic growth of students. The impact that the Department creates is felt in the greater altitudes that the alumni have achieved both nationally and internationally.

## About the Programme

Business operations occur on a day to day manner. Humans and materials are involved in such operations. These operations are voluminous and managers find it hard to have a track of it. It is here that Business Analytics holds relevance. The availability of data regarding business operations aids us to get a sense of gaps in business operations. In the industry circles, we see a tremendous demand for the applications of such business analysis. It is in this juncture, that the Department felt a need to sensitize teachers on this topic. It is vital programmes that can help teachers know the overall implications of business analytics in today's world. This program aims to make teachers step in to the world of analytics and thereby help their students to benefit out of their expertise. Another aim is to use analytics in the research area of faculty members. Resource persons who are experts were sourced to make this programme an enriching one for the attendees.

The programme is a primer and not a comprehensive one. It is helping a teacher get a gist about the Analytics world through a mixture of tools and theories.

Sub- Theme	Date and Time	Resource Person	
Introduction to Business Data Analytics and Tools	2 <sup>nd</sup> November 2023, Thursday 3:30 p.m. to 4:30 p.m.	<b>Dr. P C Gita</b> Faculty, School of Management Kristu Jayanti College, Autonomous, Bengaluru	
Data Handling Process	3 <sup>rd</sup> November 2023, Friday 3:30 p.m. to 4:30 p.m.	<b>Dr. Baba Gnanakumar P</b> Faculty, School of Management Director for Consultancy & Corporate Training, Kristu Jayanti College, Autonomous, Bengaluru	
Visualizing Data Patterns using Tableau	4 <sup>th</sup> November 2023 Saturday 12:00 p.m. to 1:00 p.m.	<b>Dr. Arthi R</b> Faculty, School of Management Kristu Jayanti College, Autonomous, Bengaluru	
Introduction to Descriptive Statistics and Measures	6 <sup>th</sup> November 2023 Monday 3:30 p.m. to 4:30 p.m.	<b>Dr. Sinimole K R</b> Area Chair, Business Analytics Rajagiri Business School Kochi	
Predictive Analytics and Modeling	7 <sup>th</sup> November 2023 Tuesday 3:30 p.m. to 4:30 p.m.	<b>Dr. Sreejith R</b> Faculty Rajagiri College of Social Sciences (Autonomous) Kochi	
Data Analytics in Marketing	8 <sup>th</sup> November 2023, Wednesday 3:30 p.m. to 4:30 p.m.	<b>Dr D. Ravindran,</b> Faculty, School of Management Kristu Jayanti College, Autonomous, Bengaluru	
Advanced Analytics and Future Trends	9 <sup>th</sup> November 2023 Thursday 3:30 p.m. to 4:30 p.m.	<b>Dr. Sreejith R</b> Faculty Rajagiri College of Social Sciences (Autonomous) Kochi	