

**Programme on**  
**Business Analytics**  
**(May 17, 2016)**



**ICFAI University Jharkhand**  
Plot # 2065, Simalia  
Near Daladali Chowk, Ring Road  
Ranchi 835222

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**ICFAI University Jharkhand** is the first private University of Jharkhand carved by state Legislature in June 2008. The University was approved by UGC under Section 2 (f) of UGC Act, 1956. Its sponsors are the ICFAI Society, a not-for-profit Educational Society, Hyderabad. The University conducts Management Development Programs (MDPs) and Seminars in addition to its Doctoral (Part time Ph.D. in Management), MBA, BBA, BCA, B.Tech., M.Com. with Industry Practice, B.Com (Hons), Diploma in Technology (Polytechnic) programmes.

**Programme on Business Analytics** . Application of data analytics in business decision making has been growing very fast in all functions like Marketing, HR, Product Strategy etc in diverse sectors like FMCG, Banking, Telecom Manufacturing etc. This is a novel programme designed by ICFAI University, Jharkhand for building new competency to keep pace with efficient way of working in digital and analytics era. The programme will provide an opportunity to participants to develop business analytics skills for professional growth and effectively use analytical tools in their professional work and business decisions.

**Contents:**

- Business Analytics –Introduction
- Business Analytics and Decision Making
- Business Analytics in Marketing of Goods and Services
- Overview of Analytical Tools and Software

**Faculty:**

Highly qualified Faculty with rich experience of industry and academics and expertise in conducting Management Development Programs.

**Who can participate:** **Managers** working in Sales/Marketing, HR, Finance, Telecom, Banking, FMCG; **Professionals** associated with Consultancy, IT, Healthcare, Hospitality, Tourism, Retail and **Entrepreneurs**.

**CERTIFICATE** of completion of program will be given by the University.

**Duration: May 17, 2016** (Tuesday): 10.00 AM to 5.00 PM

**Venue: ICFAI University Jharkhand**, Campus at Plot # 2065, Simalia, Near Daladali Chowk, Ring Road, Ranchi-834005 (Transport will be available at 9.00 AM to participants from ICFAI University City Office, Opp IDBI Bank, Ashoknagar, Ranchi to the University Campus)

**Nomination and Fee**

- Nomination Fee is Rs.5,000/- per participant (Non-residential) and **20%** discount is applicable if two or more participants are nominated from same organization. Fee includes reading materials, lunch and tea/coffee.
- Fees may kindly be paid through DD/MICR Cheque in favor of 'ICFAI University, Jharkhand-Fee Collection Account' payable at Ranchi. It can also be paid online through NEFT. Details required for online payment may be sent by ICFAI University, Jharkhand on request.
- Nominations may kindly be sent to: ICFAI University Jharkhand, City Office, Opp. IDBI Bank, Ashok Nagar, Ranchi-834002 or email to: mdp@iujharkhand.edu.in preferably by **May 10, 2016**.