



SSN School of Management

Sri Sivasubramaniya Nadar College of Engineering
(An Autonomous Institution)
Kalavakkam, Tamil Nadu

And



Organizes
FACULTY DEVELOPMENT PROGRAM
On
**Mastering Data Analytics:
From Fundamentals to Advanced Techniques
with
Real-World Applications**

Date: 21st – 25th October, 2024
Venue: Seminar Hall, SSN SoM

About The Institution

SSN School of Management (SoM) is a new generation B-School established with a vision of imparting high-quality education and build aspirational careers for management students. The Institution has been founded by Dr. Shiv Nadar, Founder and Chairman Emeritus - HCL Technologies Ltd., a pioneer in the field of Information Technology in India. SSN SoM is a constituent of the SSN College of Engineering (SSNCE) an Autonomous Institution, affiliated to Anna University, Chennai, and has the approval of All India Council for Technical Education (AICTE), New Delhi. The MBA program offered by the school is accredited by NAAC and the School is ISO certified. Within a short span of time, the Institution has made rapid strides in establishing its MBA program that gained wide acceptance from industry. As an Institution committed to excellence, School focuses on research, consulting, and industry sponsored trainings.

About The Program

From time to time, business environment of an organization undergoes cataclysmic disruptions, the changes are so abrupt and might bring new norms to the industry. These changes are very often difficult for organizations to adapt and are beyond the grasp of seasoned managers. Companies now need to restructure their strategic planning and change the way they have to make decisions. Some companies have proven to be more resilient than others, rapidly adapting their strategies to address both the challenges and the opportunities created by the crisis.

Target Audience

- Faculties in Management & IT.
- Ph. D scholars who wish to explore tools for data analysis.

Program Highlights

Workshop practical knowing in data analytics and data science

Assignments* & quizzes based on real time data sets

IBM*
Certifications Inclusive

Access to IBM
cloud for software

*Training by IBM certified trainers and IBM career education

Certifications Included

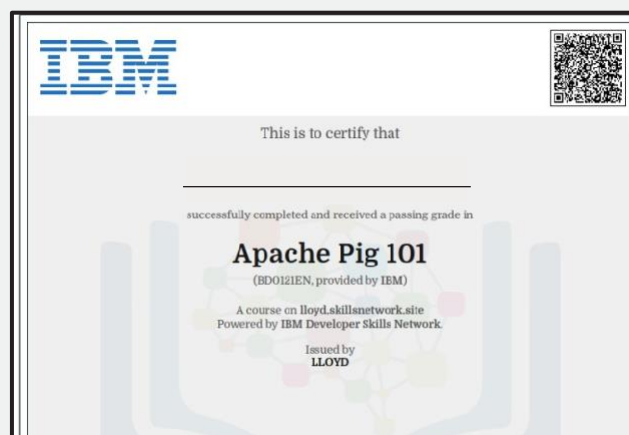
Beginner to advanced level data analysis and visualizations

Certifications

More Than 20 Hours of Live Training Session

3 Used Cases

Upon Successfully completing the programme with a minimum 70% score, you will be awarded a certificate form IBM (for these who Qualify the certification).



Trainers



Dr. Saumendra Mohanty

Consultant Data Science & AI
Trainer & Professor

Dr. Saumendra Mohanty possesses over 35 years of extensive experience in leadership roles within Global Technology MNC Companies, coupled with an impressive track record of 5 years in academics, focusing on teaching and research. He has made significant contributions as a Visiting & Adjunct Professor in esteemed institutions where he imparts knowledge in the fields of Data Science, Statistics, Artificial Intelligence, Machine Learning & Information Technology. Dr. Mohanty's rich background in academia and industry positions him as an accomplished professional with a profound impact on the realms of education, research, and technological innovation. Concurrent with current assignment in Corporate sector, a serial entrepreneur with successful exits from two Start-ups via Merger and Acquisition and raised Seed Fund from Department of Science & Technology (DST) Start-up Accelerator.

Dr. Neetu Bali Kamra is a highly skilled professional with a diverse background encompassing management, analytics, and technology. She holds master certifications in Descriptive Analytics, Predictive Analytics, and Design Thinking from IBM, demonstrating her expertise in data analytics and problem-solving. Currently, she occupies a techno-functional role in Business 5.0 augmentation, specializing in Human Resources (HR) processes and SAP Human Capital Management (ERP SAP-HCM).

Dr. Kamra is well-versed in Business Intelligence tools like Qlik, Power BI, and Tableau, enhancing her data-driven decision-making capabilities. With a strong research background from her doctoral program, she excels in conducting in-depth analyses. With 18 years of industry and academia experience, she brings practical insights to her work. Her recognition as the Best Young Faculty Award winner at Skill Up 2021 for Data Analytics by Analytics India Magazine (AIM) underscores her contributions to the analytics field.



Dr. Neetu Kamra

IBM Certified in Descriptive Analytics,
Predictive Analytics & Design Thinking



Mr. Mohit Agrawal

IBM Certified Trainer

Mr. Mohit Agrawal is currently working as Associate Professor of IT and Analytics at Lloyd Business School. He carries a 15 year experience as a Faculty in Institutes of repute across Delhi and NCR. He carries a rich Industry Experience in Insurance, Banking and Retail Lending and has been associated with companies like Bajaj Allianz, ICICI Bank, Magma Fincorp and has handled the Credit Analysis wings for over 5 years. He has also been associated with Institutes like BML Munjal University, Galgotias University, FIIB (Delhi), Accurate Institute, Sriram Business School, Sharda University, IILM, AIMA and others as a resource person for various training and Development sessions in Advanced Excel, POWER BI, Excel Dash boarding and Tableau.

Ms. Neha Issar is a proactive professional boasting over 8 years of experience in the field of Research Analysis, with more than 4 years dedicated to Academic work. Her expertise extends to training in various areas, including Database & Query Language, Data Science using R, Data Analytics for Business Decision-making, an Overview of Python, Management Information Systems, and Enterprise Resource Planning. Ms. Issar earned her commerce degree from Dr. B.R. Ambedkar University and holds a postgraduate diploma in Finance and Marketing from JIMS Kalkaji. She is currently pursuing a PhD in Management from Amity Business School. Her career journey includes serving as a Data Researcher at S&P Global Market Intelligence Pvt. Ltd., working on projects for prominent organizations such as Aditya Birla Group and Times Internet in et.com. She also held the position of Senior Manager Investor Relations at Opera Gratia Pvt Ltd. In addition to her extensive experience, Ms. Issar holds several valuable certifications, including IBM Spark and Scala certification, IBM Data Science certification, and Cybersecurity certification. She is also a practitioner in IBM Enterprise Design Thinking and has received certification from IIM Bangalore in Predictive Analytics.



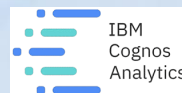
Ms. Neha Issar

IBM Spark & Scala Certified,
IIMBX Predictive Analytics Certified

Schedule of Training

DATE(S)	TRAINING MODULE
21 st October 2024 Monday	STATISTICAL INFERENCE AND HYPOTHESIS TESTING IN DATA SCIENCE APPLICATIONS <ul style="list-style-type: none">• Introduction to Statistics• Introduction to Hypothesis testing using Jamovi• Introduction to Advanced Statistical Techniques• Interpreting Hypotheses Testing Results
22 nd October 2024 Tuesday	STRUCTURAL EQUATION MODELING (SEM) USING JAMOVI <ul style="list-style-type: none">• Understanding Theoretical Foundations and Concepts of SEM• Developing Practical Skills in Applying SEM Using JAMOVI Software• Enhancing the Ability to Critically Evaluate and Interpret SEM Results
23 rd October 2024 Wednesday	ADVANCED POWER BI FOR DATA VISUALIZATION <ul style="list-style-type: none">• Introduction to Power BI• Creating Reports and Dashboards• Advanced Power BI Features• Hands-on Workshop
24 th October 2024 Thursday	SPSS: RESEARCH ANALYSIS <ul style="list-style-type: none">• Introduction to SPSS• Data Management• Statistical Analysis• Interpreting and Presenting Results
25 th October 2024 Friday	COGNITIVE ANALYTICS USING IBM TOOLS <ul style="list-style-type: none">• Introduction to IBM Cognos• Cognos Architecture• Getting Started with the Interface• Creating Reports• Data Visualization• IBM Certification

Training Includes Following Tools



REGISTRATION DETAILS

Faculty	Rs. 1250+GST (For all Days)
Faculty	Rs. 500+GST (For one Day)
Scholars	Rs. 1000+GST (For all Days)
Industry Participants	Rs. 2000+GST (For all Days)
Others (Students)	Rs. 500+GST (For all Days)

[Click here for Registration](#)

[Click here for Payment](#)

CHIEF PATRON

Dr. Shiv Nadar,
Founder and Chairman Emeritus,
HCL Technologies Ltd.

PATRON

Dr. Kala Vijayakumar,
President, SSN Institutions

MENTOR

Dr. K. Hariharanath
Director
SSN School of Management

ORGANIZING TEAM

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Dr. Vani Haridasan,
Associate Professor,
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Certificates

Participants who are able to qualify two IBM certifications with more than 70% score will be eligible for Certificates of Merit.
Certificate of Participation will be awarded to all participants.