



FORTUNE INSTITUTE OF INTERNATIONAL BUSINESS

FIIB ANNOUNCES PROGRAMME ON BUSINESS ANALYTICS ANALYTICS FOR ALL IN COLLABORATION WITH IBM



Solution
Business Strat
Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management

Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management

SOCIAL NETWORK



The course consists of two basic modules. Case-based teaching will be used for these modules using cases studies from FIIB, IBM, Harvard Business School (HBS).

WHY BUSINESS ANALYTICS?

The theory of bounded rationality proposed by Nobel Laureate Herbert Simon is evermore significant today with increasing complexity of the business problems; limited ability of the human mind to analyze the alternative solutions and the limited time available for decision making. Introduction of enterprise resource planning (ERP) systems has ensured availability of data in many organizations; however, traditional ERP systems lacked data analysis capabilities that can assist the management in decision making. Business Analytics is a set of techniques and processes that can be used to analyse data to improve business performance through fact-based decision-making. Business Analytics and Business Intelligence create capabilities for companies to compete in the market effectively. Business Analytics and Big Data has become one of the main functional areas in most companies. Analytics companies develop the ability to support their decisions through analytic reasoning using variety of statistical and mathematical techniques.

PROGRAMME OBJECTIVES

- ◆ Develop an understanding of business analytics and its importance in taking managerial decision.
- ◆ Analyze and solve business problems from varied industries such as manufacturing, service, retail, sports etc.

WHO SHOULD ATTEND?

Undergraduates / Post-graduate degree

CERTIFICATION

On successful completion of the program every participant is awarded an IBM-FIIB co-branded certificate of participation in "Analytics for All"



WHAT'S SPECIAL ABOUT THIS COURSE

Pedagogy
Case Based Study



60% Hands
on Exercise on Live Data



IBM Tools
Watson Analytics, Cognos Insight/BI



CONTENT

- ◆ Introduction to Business Analytics
- ◆ Different types and scales of data
- ◆ Data summarization and visualization methods; Tables, Graphs, Charts, Histograms, Frequency distributions, Relative frequency measures of central tendency and dispersion
- ◆ Box Plot; Chebychev's Inequality

Module 1 : Foundation in Business Analytics using IBM Cognos Insight

- ◆ Introduction to Business Analytics in Digital Economy
- ◆ Analytics in Modern Enterprises
- ◆ Ways of importing data to work with IBM Cognos Insight
- ◆ Restructuring of data
- ◆ Create different visualizations relevant to Business uses
- ◆ Constructing a new workspace in Enterprise Business
- ◆ Different ways of formatting & entering data in reporting
- ◆ Sharing data & publish a workspace across business stake holders
- ◆ Business case studies & problem solving
- ◆ Usage of Reporting in Marketing , HR , Operations Management

Module 2: Foundation in Cognitive Analytics using IBM Watson Analytics

- ◆ Describe the capabilities of IBM Watson Analytics
- ◆ Adding of data into Watson Analytics
- ◆ Exploring data using Watson Analytics templates in various Business Cases
- ◆ Refining or shaping the data by creating predictive models
- ◆ Creating a dashboard to monitor events and provide key insights
- ◆ Use Watson Analytics templates for easy arrangement and alignment
- ◆ Access existing workbooks in the Workspace and review sample tutorials and Use Cases in Marketing, HR, Operations etc.
- ◆ Create visualizations in a view to convey information and insights and facilitate analysis
- ◆ Understanding insights generated by Watson Analytics



ABOUT FIIB

Since 1995 excellence and leadership in management education, Fortune Institute of International Business (FIIB) has worked towards rediscovering and reinventing Management Education through developing an industry relevant and global curriculum delivered by erudite faculty. Through its commitment to excellence in Management education, FIIB has been able to touch lives of close to 1920 students and around 1000 plus corporates. The institute offers a two year PGDM programme, approved by All India Council for Technical Education (AICTE) and certified as equivalent to MBA by Association of Indian University (AIU), at its Delhi campus.



ABOUT IBM-FIIB COLLABORATION

IBM and FIIB have partnered to be recognized by the industry and academic world as one of the preferred location for acquiring relevant analytical skills with specific focus on managerial decision making and strategy using sophisticated software. The collaboration has resulted in providing FIIB with latest analytical software content, practical industry experience, hands on Business Intelligence & Business Analytics lab courses, best practices and case studies. The most unique feature being the IBM Business Analytics Lab set up in the college premises where relevant IBM Software is provided to run this Program – Analytics for All. IBM Subject Matter Experts also train the faculty members and students to understand the application of Analytics in business world.

PROGRAMME FEE

- ◆ **INR 5000** per participant
- ◆ The fee includes 3 days course fee + access to customized courseware/modules, datasets, videos, certification + access to software in FIIB business analytics lab
- ◆ **Group Discount:** 10% discount for 5 or more registrations



MDP Cell

Fortune Institute of International Business

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IBM Business Analytics Lab

Initiative of the Career Education Program

In collaboration with:
FORTUNE INSTITUTE OF INTERNATIONAL BUSINESS

