

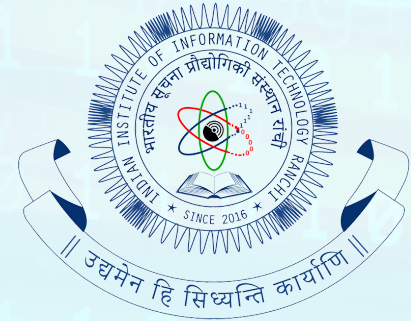


AICTE Sponsored
Faculty Development Programme
On



Recent Advances in Business Analytics and Management Research

(08th January- 12th January, 2025)



भारतीय सूचना प्रौद्योगिकी संस्थान राँची

Indian Institute of Information Technology Ranchi

(An Institute of National Importance under an Act of Parliament)



Patron

Professor Rajeev Srivastava

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IIIT Ranchi

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Department of
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About AICTE ATAL

AICTE Training and Learning (ATAL) Academy is an initiative that aims to provide teachers with the tools they need to advance higher education objectives like access, equity, and quality. This academy was created to meet the demand for educating the next generation in the skill sector and to provide training for technicians and teachers in their respective fields. By launching initiatives such as SWAYAM, MOOCs, Prime Minister Kaushal Vikas Yojana (PMKVY), Sansad Adarsh GramYojana (SAGY), Swachh Bharat/Unnat Bharat Abhiyan, Yoga Activities, etc., AICTE is committed to the development of high-quality technical education in the nation. Faculties and students can receive training to improve their knowledge and abilities in order to become more marketable and develop global competencies. Additionally, ATAL changes them so that they can fit in with society and, most importantly, makes them excellent citizens of the nation.

About IIIT Ranchi

Indian Institute of Information Technology Ranchi is an Institute of National Importance setup by the Ministry of Education, Government of India, and Government of Jharkhand along with three industry partners Tata Technologies Limited, Tata Consultancy Services and Central Coalfields Limited. The Institute is setup under the initiative taken by MoE, Government of India to setup 20 new Indian Institutes of Information Technology (IIITs) on a Public Private Partnership Model. IIIT Ranchi provides modern infrastructure facilities including well-equipped laboratories, library and hostel accommodations to facilitate a conducive learning environment. It serves as a catalyst for the growth of an innovative entrepreneur-focused ecosystem and industry-academia ready workforce.

FDP Objective

The objective is to provide hands on experience to the participants in understanding the process of conducting basic as well as advance management research. The participants will be able to learn in-depth use of statistical software's that are widely used for conducting business research study. At advance level, the participants will get exposure to various multivariate methods in research and understand advance issues of research like understanding of econometrics, concept of heteroscedasticity, structural equation modelling etc.

FDP Course Highlights

- Business Analytics in Management Research
- Role of Analytics in Rural Management
- Evolution of HR Analytics: Concepts and Applications
- Understanding Analytics of Digital Marketing
- Data Analytics in Behavioral Economics
- Fundamentals of AI and ML

Pedagogy

Collaborative, Experiential and Outcome Based Teaching and Learning based live Sessions, Case Studies, Presentation, Videos, Research Journals/ article review discussions, debates, labs, etc.

Target Audience

- The FDP is designed for Faculty members, researchers, practitioners and educators across all disciplines eager to enhance their data analytics competencies.
- Students (UG/PG/PhD) who wish to pursue research in data analytics/business analytics are highly encouraged to attend this course.

Registration

- There is NO Registration fees to attend this FDP (offline mode only). TA will be provided to selected participants.
- Applicants need to apply through filling online Google form that needs to be uploaded latest by 10th December 2024. <https://forms.gle/QnpzQGafmZi85BY3A>
- A confirmation mail will be sent to the shortlisted participants by 15th December 2024.

Accommodation

The institute will provide accommodation to the selected participants that will be decided on first come first serve basis.

Session Plan (Offline Mode 9.00 am – 5.30 pm)

Day 1	Day 2	Day 3	Day 4	Day 5
8:30–9:00 Inauguration				
9:00 – 11:00 Session 1 Topic: Business Analytics and Management Research	9:00 -11:00 Session 3 Topic: Evolution of HR Analytics: Concepts and Applications	9:00 – 11:00 Session 5 Topic: Understandin g the Analytics of Digital Marketing	9:00 – 11:00 Session 7 Topic: AI in recommenda tion systems	9:00 – 11:00 Session 9 Topic: Research Analysis using Mathematica
11:00 – 1:00 Practical Session	11:00 – 1:00 Practical sess ions/Labs	11:00 – 1:00 Practical sessions/Labs	11:00 – 1:00 Practical sess ions/Labs	11:00 – 1:00 Practical sessions/Labs
1:00 – 1:30 Lunch	1:00 – 1:30 Lunch	1:00 – 1:30 Lunch	1:00 – 1:30 Lunch	1:00 – 1:30 Lunch
1:30 – 3:30 Session 2 Topic: Role of Analytics in Rural Management	1:30 – 3:30 Session 4 Topic: Fundamental Applications of AI & ML	1:30 – 3:30 Session 6 Topic: SHRM and Analytics	1:30 – 3:30 Session 8 Topic: Recent Advances in Financial Analytics	1:30 – 4:30 Session 10 Topic: Ethics and Human Values in Classroom Teaching/ Art of Living Session
3:30 – 5:30 Practical sessions/Labs		3:30 – 5:30 Practical sessions/Labs		4:30 – 5:30 Valedictory Session

ORGANIZING COMMITTEE

Dr. Santosh Kr. Mahto, ECE, IIIT Ranchi
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 Dr. Rohit Kandulna, Physics, IIIT Ranchi
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 Dr. Shivang Tripathi, ECE, IIIT Ranchi

PATRON

Prof. Rajeev Srivastava, Director, IIIT Ranchi

RESOURCE PERSONS

1. Prof. Rajeev Srivastava, Director, IIIT Ranchi
2. Dr. Niranjana Sahoo, Professor, XISS Ranchi
3. Dr. Sharda Singh, XISS Ranchi
4. Dr. Tanusree Dutta, Associate Professor, IIM Ranchi
5. Dr. Nitesh Bhatia, Assistant Professor, CUJ Ranchi
6. Dr. Subhro Sarkar, Assistant Professor, IIM Ranchi
7. Dr. Prashant Jha, Assistant Professor, XISS Ranchi
8. Dr. Bharat Singh, Assistant Professor, IIIT Ranchi
9. Dr. Rishikesh Dutta Tiwary, Assistant Professor, IIIT Ranchi
10. Dr. Noopur, Assistant Professor, IIIT Ranchi
11. Dr. Nidhi Kushwaha, CSE, IIIT Ranchi

Venue

Indian Institute of Information Technology Ranchi, ARTTC
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Contact Details

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