

PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE



MANAGEMENT ANALYTICS

CERTIFICATE PROGRAM
FOR STUDENTS

30 HOURS
COURSE BY

**STATISTICAL &
ANALYTICAL CELL**

APRIL 14, 2021 ONWARDS
10:00 AM - 12:00 PM

COURSE FEE:
COMPLETE COURSE = 1200/-
FOUNDATION + 1 DOMAIN = 500/-





FOUNDATION COURSE CURRICULUM

Management Analytics includes developing an understanding of various managerial decisions, and designing data and analytical solutions to support these decisions. It is mandatory for students to attend the Foundation Course of Management Analytics. The students can then select to opt for the complete course or domain specific course.



Introduction to Management Analytics through Tableau

- Data Visualization through Tableau
- Charts and Dashboards - design, principles and components



Statistical Methods for Decision Making

- Descriptive Statistics



Predictive Modelling

- Correlation
- Linear Regression
- Multiple Linear Regression

DOMAIN SPECIFIC CURRICULUM



Marketing Analytics

- Introduction and Important Terminologies
- Slicing and Dicing Marketing Data
- Forecasting
- Monte-Carlo Simulation for New Product Development
- Market Segmentation - Cluster Analysis
- Retailing - Market Basket Analysis and Lift





DOMAIN SPECIFIC CURRICULUM

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Finance and Risk Analytics

- Introduction and Important Terminologies
- Modelling Volatility and Correlation
- Monte-Carlo Simulation in Finance
- Stock Market Analysis



Supply Chain Analytics

- Introduction and Important Terminologies
- Demand Uncertainty with Forecasting Techniques
- Inventory Analytics
- Inventory Modeling (Re-order and Safety Stock)
- Procurement and Purchasing Analytics



HR Analytics

- Introduction and Important Terminologies
- Recruitment Analytics
- Recruitment Metrics
- Framework to define Recruitment Analytics
- Performance Management Analytics
- Setting Objectives and Measuring Performance

PARTICIPATION FEES






- Complete Course - Rs. 1200/-
- Foundation + One Domain - Rs. 500/-
- Registration will be done through Google Form.
- Last Date of Registration: April 13, 2021
- The payment should be made online in the name of Prestige Education Society (PIMR-PG).
- A/C No.: 6251002100000821
- IFSC Code: PUNB0625100
- Fee is non-refundable, however substitute participant is acceptable.





CONTACT INFORMATION

DR. RUPAL CHOWDHARY

 Associate Professor, PIMR, Indore
 9926056631
 rupal_chowdhary@pimrindore.ac.in

DR. REKHA NARANG

 Assistant Professor, PIMR, Indore
 8889767888
 rekha_narang@pimrindore.ac.in

MS. ISHA JOSHI

 Academic & Research Associate, PIMR, Indore
 9669769610
 isha_joshi@pimrindore.ac.in

