

Management Development Program on Empowering Decision Making with Business Analytics

A Report

The two-day management development program on Empowering Decision Making with Business Analytics was organized by ICFAI Business School, Jaipur from April 29 to April 30, 2023. Chief patron of the MDP was Prof (Dr) H P Singh, VSM Hon'ble President of the ICFAI University, Jaipur. The program aimed to provide insights and practical skills to the participants on how to make data-driven decisions using business analytics. The event started with the welcome address by Dr. Shweta Jain, Dean, IBS, who welcomed the guests and participants. Dr. Archana Rathore, Associate Dean, IBS and Convener of the MDP, Dr. Vidhu Mathur, Controller of Examinations, IUJ, Dr. Shivangani Rathore, Co-Convener (MDP), and IBS Faculty members also graced the event with their presence.

Dr. Vidhu Mathur, Controller of Examinations, IUJ addressed the gathering and He shared his experience of using business analytics in decision-making processes and emphasized the importance of data accuracy and reliability.

The MDP's resource person was Prof. (Dr.) Brijesh Awasthi, a passionate researcher and devoted educator with extensive experience in data analytics. Multiple sessions were delivered by Prof. (Dr.) Brijesh Awasthi and covered the following topics:

- Basics of business analytics and its significance in decision making
- Data collection and data quality management
- Data visualization and data-driven decision making
- Predictive analytics and decision making using statistical models

- Using 'R' in business decision making
- Business transformation and leadership
- Ethical considerations and challenges in using business analytics

Conclusion:

The two-day management development program on Empowering Decision Making with Business Analytics was a great success. The participants learned practical skills that they can apply in their daily work to make data-driven decisions. The program was well-organized, and the Resource Person was knowledgeable and experienced. Participants were provided with a comprehensive understanding of the various tools and techniques available for data visualization, predictive analytics, and machine learning. The program also emphasized the importance of creating a data-driven decision-making culture in organizations and provided practical advice on how to implement data-driven decision-making processes. Total 36 Senior/Mid-level professionals from different companies attended the MDP left the program with a better understanding of how to use business analytics to solve complex business problems.

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Glimpses



