

## ABOUT THE INSTITUTION

Adi Shankara Business School is one among the top B- Schools in Kerala. Adi Shankara Business School (ABS) under the aegis of Adi Shankara Institute of Engineering and Technology came in to existence in the year 2004. As an institution of excellence, we aim to provide high-quality management education and give ample opportunities to our students to acquire and develop their managerial skills. We are committed to develop management leaders through rigorous development process. Over the years, it has received acknowledgement and recognition from students, parents, recruiters, industry and academia.

### Our Vision

To emerge as a center of excellence in Management Education and Research through value-based learning.

### Our Mission

- To disseminate quality education in management through holistic and innovative approach.
- To foster a conducive learning environment and encourage continuous improvement.
- To build leaders of ethical values who can contribute to organization and society.

## ABOUT iaMp

iaMp, International Association of Marketing Professionals is based out of London facilitating marketing programmes, training classes, workshops and professional enrollments. The flagship programme of the association is the Certified General Marketer Programme provided for the post graduate learners across various regions. In India the programmes are facilitated by MockMan Knowledge Services Pvt Ltd across different prestigious Institutions which is the official associate of MockMan AddOns Global Ltd, UK holding iaMp and its facilitations.

## ABOUT THE FDP

Adi Shankara Business School (ABS) and iaMp (International Association of Marketing Professionals) is jointly organising an FDP on Business Analytics. Business Analytics and Big Data has become one of the main functional areas in most companies. Today, there is an increased demand for professionals with awareness of Business Analytics. Many universities across the country have introduced Business Analytics as a subject in UG & PG curriculum especially in management and engineering disciplines. This FDP sensitizes participants on how companies can harness the potential of analytics to make more informed decisions and conduct various activities in radically different ways and gain competitive advantage. The FDP will also provide a platform for faculty members and researchers to interact and share their understanding of analytics domain. The distinctive feature of this FDP is in its pedagogy, the use of case studies to understand how theory is being put to practice by the corporate community.

## INTENDED PARTICIPANTS

1. Faculty who teach and those aspiring to teach Business Analytics.
2. Doctoral students who are planning to do dissertation in the area of Business Analytics.

## PROGRAM OBJECTIVES

Analyse and solve Business Analytics problems from different industries such as manufacturing, service, retail, software, banking and finance etc.

## RESOURCE PERSONS

**CA Narayanan Nambiar:** Former Financial advisor to United Nations Development Projects, World Bank Projects. Former Principal of FTC- Tanzania. Currently MD- Global Financial Training Institute, Bengaluru.

**Dr. Vinit Kumar:** Co-founder of MaxEd Think Tank, Co-founder at imiera technologies. A blogger by passion who host the platform "passionate in marketing". Also External affairs Associate Dean at TKM Institute of Management & Consultant- Academics at iaMp for regional market.

**Mr. Sudheesh Sharma:** A Microsoft Office Specialist in Advanced Excel for corporate and academics. Formerly with LuLu Money Exchange, Philippines & Bahrain. Former National Trainer- IFRS at International Association of Accounting Professionals, UK for India region.

**Mr. Nishant N:** Former Director- Integrated IT, Saudi Arabia, Formerly with data management firms as Datamatics and rich experience from Nest group, Godrej & Boyce and Hathway. Currently CEO of Inforich Technology Solutions.

**Mr. Mahesh Mohan:** Formerly with the response department of The Times of India Group, Former Associate Director- DCSMAT Group of Institutions, Former Country Advisor- IAAP, London for India region. Currently the Regional Advisor of iaMp and Director-MockMan Knowledge Services Pvt. Ltd.

**Mr. Mahidhara Davangere V:** Managing Director, Pramatha Group – an Actuarial Risk Management and Consulting firm Head quartered in Bangalore, India with offices in South Africa, Malaysia and US.

**Dr. E S Jeevanand:** Associate Professor and HOD, Mathematics Department, UC College, Aluva, Kerala.

