

NEW HORIZON COLLEGE OF ENGINEERING-DOMS CONDUCTS MDP

The Department of Management Studies at New Horizon College of Engineering, Bangalore, organised a one-day Management Development Program (MDP) in association with Analytics Society of India, Clever Insights, and Data Analytics Club on 22nd December 2023. Participants, including junior-level managers from various industries, research scholars, and academicians, attended the MDP as delegates.

The MDP inauguration began with an invocation song performed by MBA students Ms Kalpana and Ms Chandana. Dr Guru Basava Aradhaya, Professor & HoD, Dept of Management Studies, inaugurated the event. The resource person for Session 1 was Mr Bastin Robin, Director, Clever Insights, who briefed on Data Analytics, starting by sharing the quote 'Think from Data'. Mr Bastin shared his expertise in Artificial Intelligence, Machine learning, and Deep learning—the Pillars of Analytics. The session progressed with discussions on Digitalization and how AI might impact jobs in the future. Examples of OLA, UBER, and data analysis were explained in brief. The speaker continued by working with data, providing hands-on experience with Excel, and explaining the concept of the Descriptive, Diagnostics, Predictive, and Prescriptive phases by taking an example from the healthcare industry. The session concluded with a data-driven decision approach and BUS framework, emphasizing the importance of thinking right and having the ability to ask correct questions from the dataset.

In Session 2, Mr Sunil R D, HR L&D Professional, and SaaS Product Expert shared the HR story in the organisation. He spoke on HR analytics used in HR industries and other sectors, emphasizing the

relationship with the data used in the organization. The speaker further discussed the datasheet used in Tableau.

Session 3 featured Ms. Sharada Sringeswara, Adjunct Faculty, IIM Bangalore - Data Centre and Analytics Lab (IIMB-DCAL), and an Associate Partner at Acuver Consulting Private Limited, who spoke on the ability to understand the data, extract value from it, and analyze it. Pictorial representation was emphasized as the need of the hour. The speaker progressed through the session with data analysis by storytelling and visualization.

The MDP concluded with the distribution of certificates, and Dr Guru Basava Aradhaya, Professor & HoD, proposed the vote of thanks. The Department of Management Studies thanked Business Toys and Kavery Hospital, the main sponsors, as well as knowledge partners BMA, AIMA, WACIA, KMA, and COWE. Participants and delegates expressed their gratitude to the entire department for organising the MDP on this latest topic.

