



ST FRANCIS DE SALES COLLEGE

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A FRANSALIAN INSTITUTE OF HIGHER LEARNING

DEPARTMENT OF BUSINESS ADMINISTRATION

TWO DAY WORKSHOP ON BUSINESS ANALYTICS

Title	BUSINESS ANALYTICS
Date of Event(s)	20 th & 21 st MAY 2021
Time	3:00pm to 5:00pm
Department / Association	DEPARTMENT OF BUSINESS ADMINISTRATION in collaboration WITH RESEARCH & IP CELL
Mode/Platform	ONLINE/GOOGLE MEET https://meet.google.com/smb-pcrh-yww
Number of participants	85

Resource Person(s) with qualification	Dr V Krishnamoorthy, MBA, M.Com, Ph.D Professor & Head, Management studies Kongu Business School, Kongu Engineering College, Tamilnadu krishnamoorthy@kongu.ac.in Dr.R.Somasundaram, BE(Agri.Engg),ME(Industrial Engg),PGDM, Ph.D(Operations) Professor & Head, Management studies Kongu Business School, Kongu Engineering College, Tamilnadu rssundhar.mba@kongu.edu
Books (if published)	1. Total quality management 2. Economics & Management for Engineers

A two day workshop on Business Analytics was conducted by Department of Business Administration in association with Research & IP Cell, St. Francis de sales college on 20 & 21 May 2021. The workshop was intended to make the participants understand the recent development in management in the field of Business Analytics. The workshop was conducted for academicians, research scholar and students. The workshop focused on the following aspects:

- Applications of Analytics in Business
- Business Analytics in various field
- Data for Business Analytics
- Decision models in competitive world

All these concepts and contents were explained with many real time example and illustrations.

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Day One: 20-05-2021

Inaugural session

The two day workshop started with a short inaugural session. The inaugural session commenced at 3.00 pm. Prof. Victoria Reena gave a brief introduction about the workshop and started the session with a short prayer, followed by welcome speech and introduction of the resource person Dr V Krishnamoorthy, Professor Management studies, Kongu School of Business, Tamilnadu.

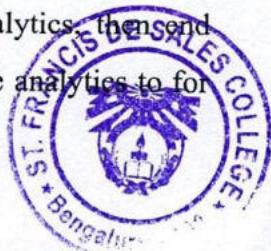
Technical session 1 (3.15pm- 5.00pm): Application of analytics in business – An overview

Dr. V Krishnamoorthy took over the session. The resource person gave a detailed introduction to business analytics. This session dealt with application of business analytics, analytics in business with respect to marketing, finance and human resource. The session also covered classification of business analytics, trends in business analytics and its future scope.. At the end of the session, Prof. Mangayarkarasi, Head, Department of Business Administrative thanked Dr. V Krishnamoorthy.

Day 2: 21-05-2021

Technical session 2 (3.00pm to 5.00pm): Analytics for Business decisions in a competitive environment

The second day of the workshop started with the technical session 2. **Dr.R.Somasundaram**, Professor & Head, Management studies, Kongu School of Business, Tamilnadu was the resource person for the session. The resource person was welcomed and introduced by Prof Victoria Reena. This session covered the evolution & scope of business analytics, data for business analytics and decision models in competitive world. By taking a sales and purchasing transaction database file in excel sheet, the resource person explained how the data has to be collected with various measurement scale. He came up with good case studies where he explained by taking PLE & Pure Veg Ltd with descriptive analytics, then end semester marks with predictive analytics and Cool Fan Ltd with prescriptive analytics to for effective analysis and decision making.



Both the sessions was highly educative and informative and the participants shared their suggestions to conduct such workshops in the future. At the end of the session, Prof. Geetha PS, Coordinator, Department of Business Administrative thanked Dr.R.Somasundaram.

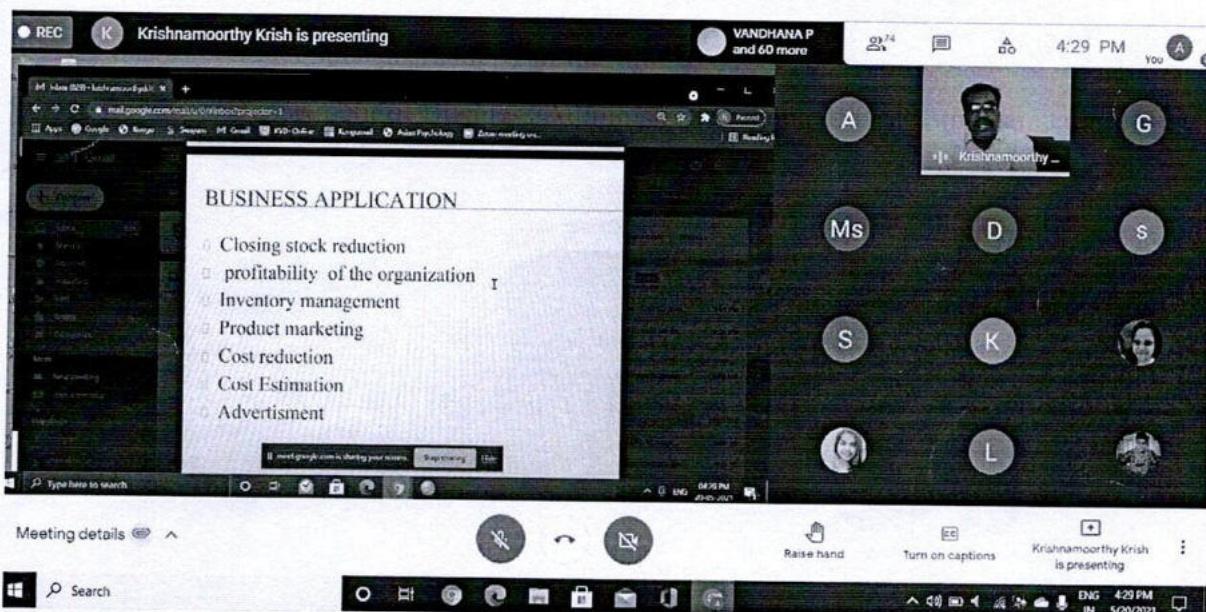
Recorded video of the session:
<https://drive.google.com/file/d/1LwJ3UG4Cnm-HGpiwUnhPpcHxGylZVRMC/view?ts=60acb858>

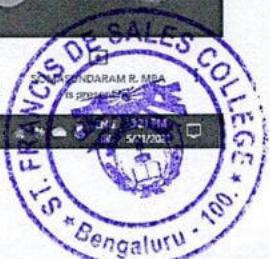
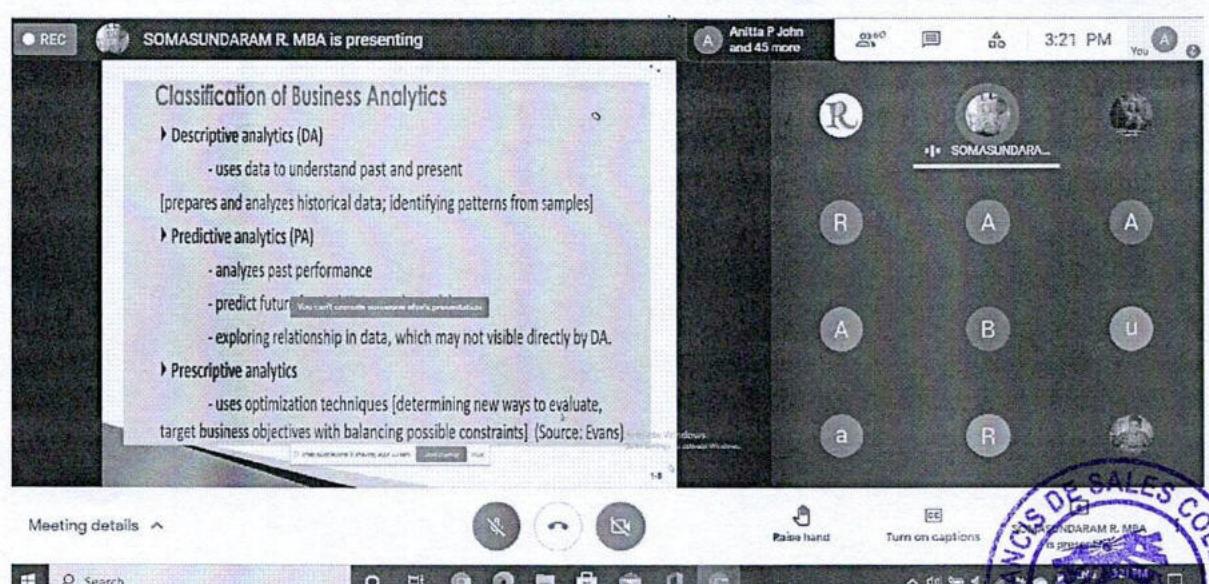
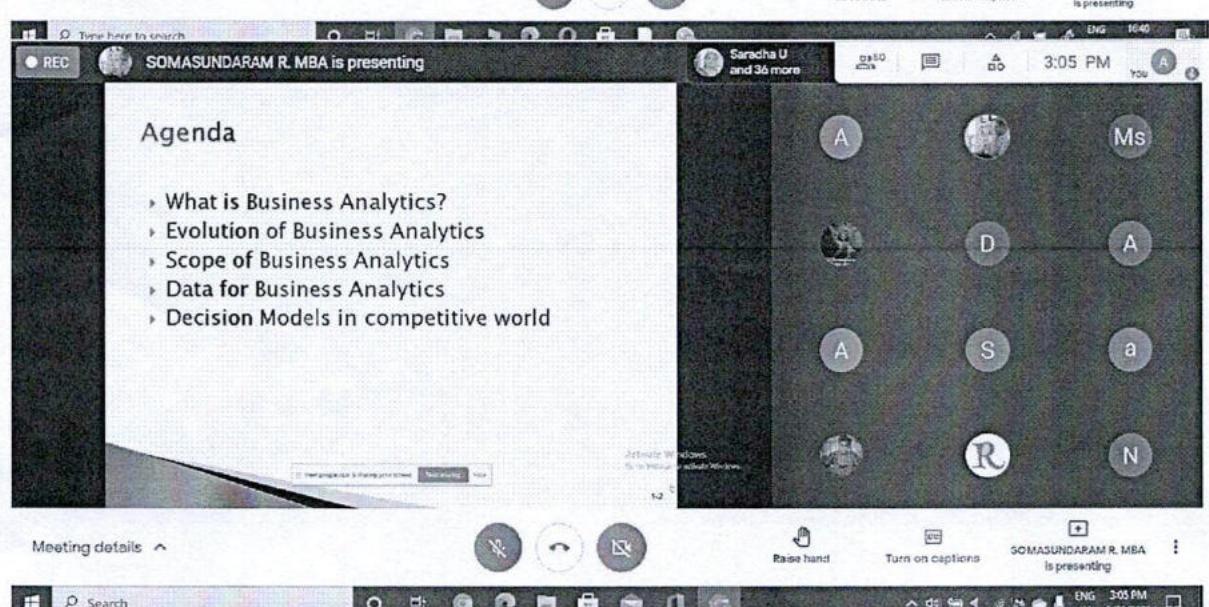
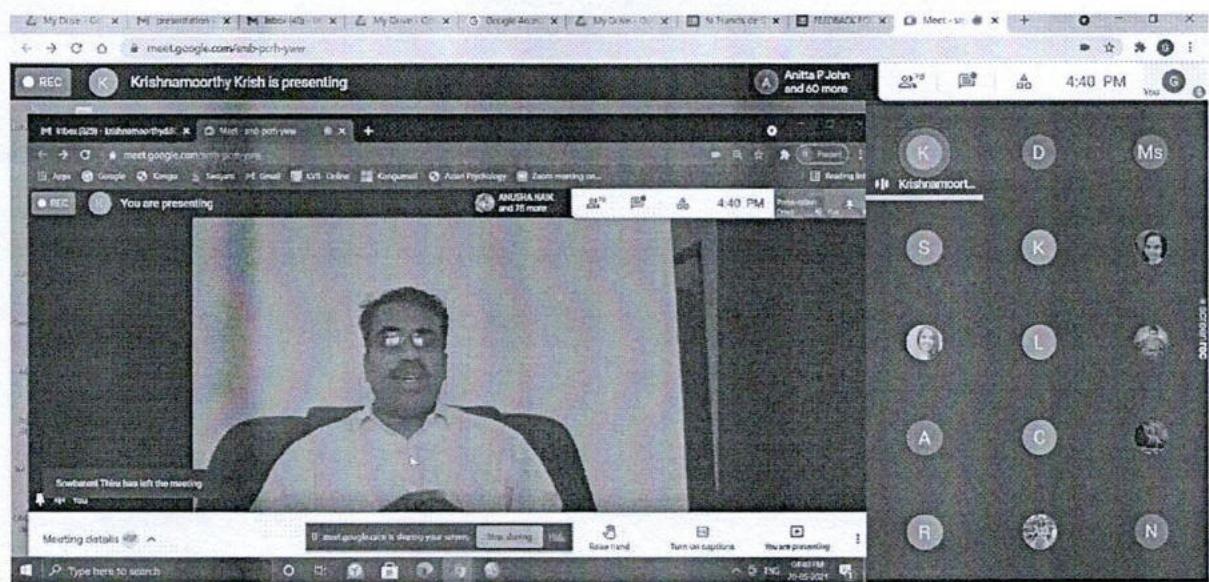
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Link supporting outcome of the session

(Registration form): <https://forms.gle/9Dh1hdKXjGDLLQQL9>

(Feedback form): <https://forms.gle/g7RBVXjE7kzmqLeE6>





Dr. R. Soma Sundaram, M.Sc., M.Phil., M.Ed., M.Ed., M.Phil., M.Ph.D.
(M.Sc., M.Phil., M.Ed., M.Ed., M.Ph.D.)

- Academic experience - 22 years
- Corporate experience - 8 years
- Conferences delivered - 10
- Research papers published in National and International Journals - 29
- Books published - 1. Total quality management
- 2. Economics & Management for Engineers
- Training programmes undertaken - 24
- Currently working as Professor and Head of the Department of Management Studies, Kongs Engineering College, Perundurai, Tamilnadu.

Dr. V. Krishnamoorthy, M.Ed., M.Phil., M.Ph.D.
(M.Ed., M.Phil., M.Ph.D.)

- Teaching experience in M.Ed. and M.Phil.
- Experience in teaching - 27 years
- National Journals published - 10
- International Journals published - 10
- Papers presented in National & conferences - 88
- Papers presented in International conferences - 21
- Reviewer for 23 International journals
- Received many awards in teaching excellence.
- Presently working as Professor in the Department of Management Studies, St. Francis de Sales College, Perundurai, Tamilnadu. And has received Best Faculty award in 2018-2019.

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