

**A NATIONAL LEVEL ONE WEEK
FACULTY DEVELOPMENT
PROGRAMME ON**

**INNOVATIVE APPROACHES OF
BUSINESS ANALYTICS IN MANAGEMENT**

15th to 20th July, 2024

REGISTRATION FORM

Name:

Designation:

Department:

College:

Mobile:

Email:

Address for communication.....

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DECLARATION

The information furnished in registration form is true to the best of my knowledge. I agree to abide by the rules and regulations governing by the course. If selected, I shall attend the course for entire duration. I also undertake the responsibility to inform the coordinator sufficiently in advance, in case I am unable to attend the course.

Place: _____ Date: _____

Signature of Faculty

Signature of
Head of the Institution

PARTICIPATION CERTIFICATES WILL BE PROVIDED

Chief Patron:

Sri. Ch. Malla Reddy,
Hon'ble MLA, Telangana State
Founder Chairman, MRGI

Patrons:

Sri Ch. Mahender Reddy, Secretary
Dr. Ch. Bhadra Reddy, President

Convener:

Dr. Y. Madhavee Latha,
Professor of ECE & Principal

Coordinator:

Dr. G SRI LAKSHMI, Dept. of MBA

Advisory Committee:

Dr. P. SUVARCHALA DEVI, HOD, MBA
Dr. C.V.P.R PRASAD, Dean, Academics
Dr. B. SUBBA REDDY, Dean, R&D

Faculty Coordinators:

Dr.V.VIJAY KUMAR, Dept. of MBA
Dr.P.RAJESWARI, Dept. of MBA
Dr.TAMRISHA PATNAYAK, Dept. of MBA
Dr. V. PRASHANTH KUMAR, Dept. of MBA

REGISTRATION FEE : Rs. 200/-

ONLINE REGISTRATION

(Click below link)

<https://forms.gle/4u4pgy7HyftbaWvx7>

Pay Registration
Fee at QR Code



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**INNOVATIVE APPROACHES
OF
BUSINESS ANALYTICS IN
MANAGEMENT**

15th to 20th July, 2024

**Organized by
Department of MBA**



**MALLA REDDY ENGINEERING
COLLEGE FOR WOMEN**

Autonomous Institution

**Accredited NAAC with 'A+' Grade
Programmes Accredited by NBA**



National Ranking by NIRF-Innovation Rank band (151-300), MHRD, Govt. of India
Maisammaguda, Dhulapally, Secunderabad-500 100



www.mallareddyecw.com



ABOUT MRGI

Situated away from raucous sounds of Hyderabad city, MRGI epitomizes technocracy at its best. Being one of the largest campuses in Telangana State, MRGI promises eventful student-oriented learning. The founder chairman Sri.Ch.Malla Reddy began the journey as an educationalist to form the bridge between society, industry and academics. He is an unassuming dynamic leader with a keen interest in changing trends of higher education and student's employability in India & abroad. The diverse and enormous growth of the group unravels his realistic vision to cater to the needs of students in all the areas of education. Education at MRGI brings all round and holistic development in students. Today MRGI has become a major learning centre with 35 institutions offering Engineering, Medical, Management, MCA and Pharmacy courses.

ABOUT MRECW

Malla Reddy Engineering College for Women has UGC Autonomous Status by Govt. of India, Accredited by NAAC with 'A+' Grade, Programmes Accredited by NBA, Band (151-300)-National Ranking by NIRF-Innovation-2023, MHRD, Govt. of India, Ranked 9th in Top Engineering Colleges of Eminence by GHRDC Engineering Survey-2024, Ranked 13th in Top Engineering Colleges of Super Excellence by CSR Rankings-2024, ISO 9001:2015 Certified, 2(f) & 12(B) Recognition, UGC, Govt. of India, AAAA Rated by Careers 360 Magazine, AAAA+ Rated by Digital Learning Magazine, 7th in Emerging Private Engineering Colleges in India, THE WEEK Magazine – 2024, MRECW Ranked 83rd in Top Engineering Institute Rankings by Times Engineering Survey-2024, Ranked as Sustainable Institutions of India with the GOLD BAND by Green Rankings-2024, 64th Rank in T-Schools in India by Data Quest Magazine-2024, 44th Rank - Best Emerging Engineering Colleges of India by India Today Rankings 2024, 86th National Ranking by The Week Magazine-2023, Ranked Top 10 Promising Colleges for Data Science in India-2023, by Higher Education Review, 113th in Best Colleges in India, South Asia Award 2023-24 Cambridge under Cambridge Learning Partner-Continuous Learning Excellence, Four Star Rating from Institution Innovation Council(IIC), MHRD, Govt. of India, 16 University Gold Medals (JNTUH University) for Academic Excellence.

The college offers B.Tech Programmes in CSE,CSE-AI&ML, CSE-Data Science, CSE-Cyber Security, IT, ECE and EEE, M.Tech Programmes in Embedded Systems, Computer Science Engineering & MBA and has a strong vision of offering world class training to the promising engineers. 100% of the faculty members are ratified by JNTU Hyderabad. MRECW emphasizes on Application Oriented Teaching & Problem Based Solving. Since the establishment of the college, it is known for academic excellence. The College offers pre placement training program, e-learning, e-Training & e Assessment in collaboration with Time Institute, Training & Assessment through Code Tantra and Reference Globe, career connect and industry connect programs. College offering 100% Placements and students are placed in reputed MNCs like CISCO, Accenture, HSBC, Apps Associates, Cap Gemini, IBM, NTT Data, Cognizant, Wipro, TCS, Infogain, CGI, CYIENT, Mphasis, Infosys, Amazon & Genpact, with 6 to 8 offer letters for many.

For the better prospects, the college offers training to students for Prestigious Certifications like CISCO Networking Academy, Robotics-Centre of Excellence, Business English Certification (in association with Cambridge University, London, U.K.) through Center for Development of Communication Skills within the College Campus and also offers Innovative Product Development, project based training programs for I, II, III & IV year students in their fields of interest. College initiates and organizes International and National Conferences in association with Scopus Indexed journals, Workshops and Refresher courses in the different Engineering disciplines to upgrade the knowledge of the faculty members.

The faculty of the institution have completed and are also undertaking many more Research and funding projects. MRECW is always in the forefront in organizing workshops on latest technologies like Robotics, IOT, Block Chain Technology, R-Programming, Cloud Computing, Python, Android, Cadence Tools, MATLAB and Multisim to fill the gap between the Industry and Academia. The college has established Institution Innovation Council under MHRD and is member of J-Hub under JNTUH. Through these, in association with Entrepreneurship Development Cell, the College organizes and promotes Hackathon programmes for which our students have been selected as Top innovators and their products selected as Top Innovative products. The College also has an actively functioning Technology Business Incubation Centre for handholding startups till success. Students established IEEE, IETE, ISTE Student chapters and *Technical Associations* in each department under which they organize National and State Level Technical Symposia, Technical Quiz, Debate Competition, Group Discussion and Mock interviews etc. to improve their technical skills and soft skills. Here is the place where we mould students into industry ready engineers by providing leadership development, mentoring in technical education and empowering our young women to be the architects of change in the world of technology. We also strive to inculcate human values, ethics, and respect for tradition along with lot of emphasis on decency, dignity and life skills to meet the challenges of the world.

ABOUT FDP

Specialized areas in business management allows to develop expertise in areas of Finance Marketing HR & operations which is crucial for addressing complex challenges and develop innovative solutions within the area of specialization.

Objectives:

- To Encourages Innovation and Creativity
- To develop transferable skills such as adaptability and flexibility
- To foster strategic thinking
- To develop innovative solutions

Outcomes:

- It elevates faculty expertise with specialized areas
- It enhances faculty proficiency in analytics.

Topics to be Covered:

- Introduction to business analytics,
- Selection of appropriate analytical tools, Exploring data,
- Descriptive analytics, Inferential, Predictive, Prescriptive and Decision analytics
- Financial Analytics and markets
- techniques of financial statements.
- Marketing analytics and consumer behavior
- Understanding HR Analytics
- Analytics for key Hr Processes
- Overview of Select Tools for Conduction HR Analytics:
- Data Visualization for Key HR processes.
- Future of HR Analytics.
- Operations and supply chain management
- Entrepreneurship and innovation

VENUE: Einstein Block, Main Auditorium, MRECW

RESOURCE PERSONS

The Resource Persons are from IIM'S & other Reputed Business Schools.

