

Participants:

The FDP is designed for faculty members and research scholars in management and other allied disciplines. The number of participants is limited to 50 on first come first serve basis. The participants have to be from AICTE approved institutions/University departments and shall be nominated by the Head of the Institution. The programme requires high level of involvement from the participants in terms of individual preparation and assignments to enhance their skills in the area of data science and decision making. All participants have to bring their laptops for the FDP.

FDPOrganizing Committee:

Chief Patron: Dr. G.P.C. Nayar, Chairman, SCMS Group of Educational Institutions.

Conveners:

Prof. Pramod P.Thevannoor, Vice Chairman, SCMS Group of Educational Institutions.

Dr.Radha Thevannoor, Registrar and Group Director, SCMS Group of Educational Institutions.

Dr.Indu Nair, Group Director, SCMS Group of Educational Institutions.

Dr. G. Sashikumar, Principal, SCMS School of Technology and Management.

Programme Coordinator:

Dr. Susan Abraham, Professor, SCMS School of Technology and Management.

Organizing Members

Dr. Rupa.R , Associate Professor, SCMS School of Technology and Management

Mr. Manu Melwin Joy, Assistant Professor, SCMS School of Technology and Management

Facilities

As the programme is AICTE sponsored, boarding and lodging (on twin sharing basis) will be provided free of cost to the participants. All outstation participants will be paid to and fro II class sleeper train fare by the shortest route on production of original tickets.

For further queries and assistance please contact the organizing committee members at the Conference Office

- Dr. G. Sashikumar, Principal, SCMS School of Technology and Management. (sashikumar@scmsgroup.org)
- Dr. Susan Abraham, Professor, SCMS School of Technology and Management(susanabraham@scmsgroup.org)



SCMS School of Technology and Management, Cochin, Kerala

Invites you to atwoweek

Faculty Development Programme

On

“Data Science and Decision Making Processes”

At

SCMS School of Technology and Management

November 20th- December 03rd, 2017

The FDP is sponsored by AICTE under “AICTE Quality Improvement Scheme (AQIS)”

SCMS Campus, Prathap Nagar, Muttom, Aluva, Cochin – 683 106, Kerala
Phone: 91-484- 2623803, 2623804 (30 Lines) Fax:91-484-2625006
Website: www.scmsgroup.org



About the FDP:

Data analysis is the lifeline of any business. Whether it is in making decisions related to investing in a particular project or to formulate ideal marketing strategies in the business or make improvements in the existing production processes or to harness maximum potential of existing staff, analyzing the available data is inevitable. As a result of advancement of technology and an outburst of data, the world is moving from data analytics to data science. Data science provides strategic actionable insights into the world where we don't know what we don't know. Predictive analytics and prescriptive analytics are two primary means through which actionable insights can be found. Working with this data requires distinctive new skills and tools. The field of data science is emerging as the intersection of the fields of social science and statistics, information and computer science, and design.

In this direction, this two week FDP of SSTM, Muttom, Aluva sponsored by AICTE will sensitize the participants at large to gain knowledge on data science and decision making and their relevance in Business and Management Education

About SCMS School of Technology and Management:

SCMS School of Technology and Management (SSTM) functions as an institution of excellence in management and technology education, abiding by the rules and regulations of Mahatma Gandhi University. SSTM offers a two year full time Master of Business Administration (MBA), Master of Computer Application (Regular – Three years, Dual degree -five years), M.Sc Molecular Biology & Genetic Engineering), B.Com (Finance and Taxation), B.Com. Computer Applications, B.A. (Economics) and B.Sc. (Botany & Bio-Technology). All these programmes are approved by the All India Council for Technical Education (AICTE) and is affiliated to M.G. University, Kottayam. The campus located at Prathap Nagar, near North Kalamassery on the side of NH 47, has all necessary facilities to achieve its goal of excellence.

NATIONAL RECOGNITION:

The prestigious National Assessment and Accreditation Council (NAAC) has granted SSTM, A - grade with overall 3.19 points in the year 2015. Apart from that, the institution has the unique distinction of being certified with ISO 9001: 2015 by International Organization for Standardization (ISO).

Topics Identified:

- Data Science : Opportunities and Challenges
- Graph Analytics/Text Mining/Document Analysis
- Life-term and Short term Value Analysis and Optimization
- Intrusion Detection Approaches/Risk Profiling
- Cyber-Situational Awareness/ Entity Behavior Modeling and Prediction
- Spend Analysis/Social Media Analytics/ Various Predictive Analytics
- Campaign Effectiveness and Optimization/ Fraud Detection

Resource Persons

- Dr. Anandakuttan B Unnithan, Professor, IIM Kozhikode
- Dr. Vinu C T, Assistant Professor, IIM Tiruchirappalli
- Dr. Sam Thomas, Professor, School of Management Studies, CUSAT
- Dr. Sreejesh S, Assistant Professor, School of Management Studies, CUSAT
- Dr.C.Sengottuvelu, Professor & Head- Consultancy, SCMS Cochin School of Business, Cochin
- Dr. Vijaymohan Pillai, Associate Professor, CDS, Trivandrum.

Important Dates:

- Last date for submission of filled in registration form: **31 October, 2017**
- FDP dates : **November 20th to December 3rd, 2017**

FDP Venue and Award of Participation Certificate:

The venue of the FDP is at SCMS School of Technology and Management (SSTM), Prathap Nagar, Muttom, Aluva - 683 106, Kerala. Attendance is compulsory for the entire duration of the programme. The participants will be given Certificate of Participation at the end of the programme.