



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT



**ANALYTICS
KONCLAVE**



1st National Business Analytics Konclave

 20th December 2020

Theme: Transforming
Businesses using Data





Introduction

"In God we trust; all others must bring data." —W. E. Deming

The technological advancement has brought two contrasting changes related to data: the data acquisition capability, its storage and analysis have gone up manifolds while the costs for all these activities have come down significantly. Consequently, there is abundance of data everywhere. What is the big deal here? Can the industry use such data in silo or at an enterprise level for maximizing productivity? Are there any such visible trends where organizations actually get the benefit compared to that in earlier business practices?

Every startup now-a-days, claims to be data-driven. Many established organizations are also quickly trying to adopt data and analytics. Most would agree that 'data-driven decision making' is superior to other forms. However, the key to using data for decision making doesn't lie only in the data part of the equation. What's the hard part then? Data needs to be effectively segregated from noise for disseminating information and translating into insights. More importantly data can act as a foundation for making decisions, although not as a substitute for judgement.

How much data is reasonably enough? What are the challenges for gathering relevant data? Is the opportunity cost justified by shifting the focus to Business Analytics? What happens if a sector doesn't adopt and prefer to remain traditional as earlier? What sort of technological adoptions are happening in the business ecosystems? What are the major skill sets expected by the industries in Business Analytics domain? Are the academics adequately able to provide right talents? How does the 'mindset, skillset, toolset' of the future look like?

The 1st National Business Analytics Conclave at KIIT School of Management, KIIT Deemed to be University would provide a forum to debate on these questions and many more with an aim to gain an understanding in helping organizations/employees get better prepared for the future. The Konclave will have two panel discussions and an array of workshops to discuss on the various aspects of the theme.

Panel Discussions

Panel 1:

Business Analytics Trends: An Industry Application Perspective

Analytics is the most common corporate buzzword in this decade. With the advancement of computing power, the data collection has become comparatively economical, and this opens the area of application of analytics in business scenarios. The established organizations with good repository of relevant data are quickly adopting the business analytics domain to get more insights. This helps the organizations to add profitability with the help of decision making from analytics. The small organizations are also keeping up the pace to explore all possibilities for adopting analytics in their decision making. This has become an important area to know about the relevant steps and trends in the business world presently.

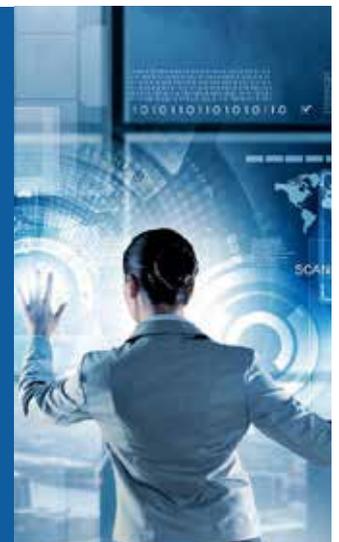
Panel 2:

Bridging the Gap between Academics and Analytics Industry

The analytics area is different in many ways from other area of work such as: Finance, Operations, Marketing, and HR. The business analytics industry demands the MBAs to be comfortable with the application of technology and the understanding of business process simultaneously. Although business managers are efficient in use of EXCEL, this is not enough for analytics projects at industrial scales and application. This has opened the new dimensions of courses for B-schools offering analytics as a part of their course curriculum. However, it has remained a challenge to meet the exact need and demand of technology at industry level for the same purpose. Industries are quite fast in adopting the modern development in the sector, where academics strive to fulfill the gap. The discussions around this topic intend to throw light on the requirement of the right talents at a broader as well as very specific level.

ANALYTIX Topics

1. Analytics in Financial Markets and Fintech domain
2. Supply Chain Analytics - Applications in Operations Management
3. Pre-sales and Marketing Analytics
4. People Analytics - Applications in HR Management
5. Technical Skills for a Business Analytics role
6. Personal Skills for a Business Analytics role
7. Functional Skills for a Business Analytics role
8. Building a profile in Business Analytics domain



Who should Attend?

Students having an inclination towards Analytics must look forward to be a part of the Konclave and benefit from the discussions and interactions with the industry experts. It is also an opportunity to test their business acumen by participating in the pre-conclave contests. Industry experts shall share this platform with other stalwarts from industry as well as academia to discuss and debate on diverse issues concerning the future of Business Analytics.

As KIIT has a wide spectrum of programs, each of the programs gives us the opportunity to invite & interact with the industry mentors & thought leaders. These events give immense scope to both Industry & students to interact & share their views. These are excellent platforms for the students to understand the practicalities of the corporate world directly from the stalwarts & know what corporates are looking for outside the classroom teaching.

Konfidant

Every KSOM student is attached to a corporate mentor, the objective is to provide KSOM students with life skills, help them achieve professional & personal goals, make them industry-ready and support them to realize their full potential. It's a unique corporate mentorship program at KSOM. It's a two day workshop involving more than 20 corporate bigwigs in a one-on-one interaction with KSOM students. These corporate mentors will assume mentorship of their respective mentees and guide them in their career while making them confident and aware of general & specific industrial practices.

KOEDUCATE

KSOM has another unique initiative called "KOEDUCATE" where-in elective sessions across specializations are co-facilitated by internal faculties and corporate experts from the industry. This special initiative enriches course content and delivery by cashing-in on the knowledge of both the faculty and corporate expert and enhances focus on the practical application of concepts studied in the courses



The Business Research Fair of KSOM is an innovative platform for conducting research and analyzing behaviour of individuals (consumers, influencers and others) in association with corporates and how these impact business processes.

Konfluence

The indigenous outbound programme at KSOM, which happens to be the last two days of the MBA induction programme which gives exposure to the students to work on some live assignments & interact with the people directly to get an idea of how the business works.

MDP & Consulting

KIIT School of Management under the banner of Research, MDP & Consulting (RMC) offers short duration Management Development Programs. The main objective of the program is to provide specific training to corporate executives at different levels of the organizational hierarchy in both private and public sector enterprises.



Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, is an Institution of Eminence (IoE) - a status accorded to top 20 Academic Institutions / Universities in the country out of 900+ Universities in India. KIIT is one of the most progressive Universities and the best in Eastern India, ranked 24th as per the prestigious NIRF rankings 2020. Recently KIIT has been honored with the ISAS badge by International Association of Universities (IAU), UK in recognition of our International approach in Teaching, Learning, Research & Development Strategies. We are the only Indian University to have received this coveted badge. Our campus is truly World Class.

Kalinga Institute of Social Sciences (KISS), Bhubaneswar, India is a fully free, fully residential home for more than 27000 poorest of the poor indigenous children who are provided holistic education from Kindergarten to Post Graduation along with lodging, boarding, health care facilities besides vocational, life skill empowerment. With an humble beginning in 1992-93 with only 125 students, it has now become World's largest residential institute for indigenous children. The Institute plans to educate 2,00,000 poor indigenous children over the next decade by setting up branches in 30 districts of Odisha and all the states of India.

Our Legacy



Dr. Achyuta Samanta, a visionary philanthropist is the founder of KIIT & KISS Universities. He comes from a very humble background with a vision to eradicate poverty through education. He lost his father when he was only 4 years old & went through acute poverty in his childhood. However, he was determined to change his future by education and later when he became a professor, he took it upon himself to provide quality education to thousands of poor children for changing their future. He developed a unique model of social transformation by building side by side two great academic institutions - Kalinga Institute of Industrial Technology for the well - to - do, and Kalinga Institute of Social Sciences for the poor.

This unique symbiotic model has grown over the last 25 years into two distinct universities, the KIIT University - running in self financing mode providing education to over 25000 students in subjects ranging from engineering to BioChemistry, from Law to Social Science, from Management to film making and the KISS University with over 35000 students from pre primary to Post Graduation level out of which 25000 are in University campus in BBSR and remaining 15000 are in satellite campuses in distinct tribal hinterlands of the country. Over 20 nobel laureates and over 100 Heads of States have visited KISS and applauded the development model.



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT

Campus 7, Bhubaneswar -751024, Odisha.
Phone: 76080 08740

Konclave Convener

Prof. Manoj Jena
✉ manoj.jena@ksom.ac.in

analytics.ksom.ac.in