



DEPARTMENT OF MANAGEMENT STUDIES ANNA UNIVERSITY, CHENNAI 600 025

Workshop on “Big Data Analytics for Strategic Decision making” 13-14 November, 2015

The Department of Management Studies, Anna University along-with Hochschule Ansbach University of Applied Sciences, Germany is now conducting a workshop on “Big Data Analytics for Strategic Decision Making” during 13-14, November 2015. The resource persons for this workshop are Prof. Dr. (UoP) Bernd Heesen, Professor of Management, Hochschule Ansbach University of Applied Sciences, Ansbach, Germany and Dr. Jayanth Jacob, Asst. Professor (Sr.Gr), Department of Management Studies, Anna University.

The participants will gain insights and hands-on experience on the

- The strategic relevance and contribution of Big Data Analytics to business success
- Management by Objectives 2.0 using the Closed Loop Method and Corporate Performance Management based on useful Key Performance Indicators (Value Scorecard)
- Use of Past Analytics for continuous learning (Data Mining, Correlation Analysis, Customer Segmentation), Real-Time Analytics for strategy alignment (Operational Reporting, Performance Monitoring), and Predictive Analytics for strategy creation (Planning, Budgeting, Forecasting, Simulation)
- Application of software tools (such as SAP, Microsoft, Webtrekk) in decision making
- Hands-on exercises creating a Management-Dashboard, performing data mining (statistical analyses), and text mining (based on data from social networks)

Who can attend?

Researchers, Post-graduate students of Management/ Computer Science, Faculty members interested in Big Data Analytics and Practitioners of Analytics interested in learning how to leverage Big Data Analytics for their organization.

Salient Features of the Workshop

- Hands-on exercises using SAP Lumira (Dashboarding for Big Data from SAP)
- Resource persons with significant experience in Big Data Analytics in Strategic Management.
- Hands-on learning through laboratory exercises. The participants will do the analysis under supervised learning using tools for operational reporting, statistical analysis, text mining, as well as web analytics.
- Course materials and exercises developed by the resource persons.

- Workshop is based on the recent publication “Effective Strategy Execution: Improving Performance with Business Intelligence (2nd edition).” from Professor Heesen (ISBN: 978-3-662-47922-3). **Additional materials, e.g. the lecturing slides will be available for free on the book website www.prescient.pro soon after the workshop.**
- Interpretation of the results of analysis for meaningful inferences.
- Attendees should be participating in the Big Data and Strategic Effectiveness Survey <http://www.prescient.pro/index.php/prescient-research> by November 9, 2015. The results will be presented at the beginning of the workshop.
- Certificates will be awarded to all participants who attend the workshop in full.

Workshop fees

The fee for the two day workshop is ₹ 2500/- (Rupees Two thousand five hundred only). This will include the workshop kit, lunch and refreshments.

How to Register?

- Participants who are interested to attend the workshop may register their details online by clicking on the following link.
- <http://cde.annauniv.edu:8080/Workshop/>
- The course fee in the form of Demand draft for a sum of ₹ 2500 (Rupees Two Thousand five hundred only) may please be taken in favour of the “**Organised Programmes, Anna University, Chennai 600 025**” payable in Chennai. Please write your full name, institution, mobile number and “Registration fee for Big Data Analytics Workshop” in the rear side of the Demand draft.
- The participants are requested to take a printout of the PDF document generated after registration and send the same along-with the Demand draft to “**The Professor & Head, Department of Management Studies, Anna University, Chennai 600 025**” by registered post or by courier to reach on or before **06. 11. 2015 (Friday)**. Please Super-scribe on the envelope as “Registration for training on Big Data Analytics”. The number of seats is 25 and registration is on a first-come-first-served basis. The registration may close before 05.11.2015 if the seats are filled.
- **For any queries please feel free to contact:**
- Dr. Jayanth Jacob - 044 2235 8772, 95000 64683
- Ms. Jasmine – 044 2235 7215
- Mr. U. Madhan Rajan - 97903 08972
- Mr. Mathew Thomas Gil – 80153 62043

Profile of Prof. Heesen



Prof. Dr (UoP). Bernd Heesen is a full-time tenured Professor of Management Information Systems at the Hochschule Ansbach University of Applied Sciences, Ansbach, Germany. He is also a visiting Professor to other Universities in USA, France, Spain, Germany, Singapore and China. Some of the courses he offers include Big Data Analytics, Business Intelligence, Project Management and Consulting. He has published extensively and his profile can be accessed by clicking on <http://www.prescient.pro/index.php/home-prof-heesen>.

Workshop on
“Big Data Analytics for Strategic Decision Making”
November 13 – 14, 2015
Workshop Co-ordinator: Dr. Jayanth Jacob
Tentative Schedule

Session Timings (Hours)	Friday, November 13, 2015 (Day 1)	Saturday, November 14, 2015 (Day 2)
8.30 – 9.00	Registration & Ice breaking	
9:00 – 10:30	Introduction to Big Data Analysis and Applications Resource Person: Dr. Jayanth Jacob	Use of Real-Time Analytics for strategy alignment (Operational Reporting, Performance Monitoring) Hands-On exercise 3 Resource Person: Prof. Dr (UoP) Bernd Heesen
10:30 – 10:45	SHORT BREAK	
10:45 - 12:15	The strategic relevance and contribution of Big Data Analytics to business success Review of the Big Data Analytics Survey Resource Person: Prof. Dr (UoP) Bernd Heesen	Hands-On exercise 4 Resource Person: Prof. Dr (UoP) Bernd Heesen
12:15 – 13:30	LUNCH BREAK	
13:30 – 15:00	Management by Objectives 2.0 using the Closed Loop Method and Corporate Performance Management Hands-On exercise 1 Resource Person: Prof. Dr (UoP) Bernd Heesen	Use of Predictive Analytics for strategy creation (Planning, Budgeting, Forecasting, Simulation) Hands-On exercise 5 Resource Person: Prof. Dr (UoP) Bernd Heesen
15:00 – 15:15		
15:15 – 16:45	Use of Past Analytics for continuous learning (Data Mining, Correlation Analysis, Customer Segmentation) Hands-On exercise 2 Resource Person: Prof. Dr (UoP) Bernd Heesen	Outlook on the innovation Big Data Analytics Resource Person: Prof. Dr (UoP) Bernd Heesen
		Valedictory Function and certificate distribution

The laboratory exercises would be assisted by Th. U. Madhan Rajan and Th. Mathew Thomas Gil from the Dept. of Management Studies.