IIMU

भारतीय प्रबंध संस्थान उदयपुर
Indian Institute of Management Udaipur

IIM Udaipur's ML and AI in Managerial Decision Making

This program equips participants with in-demand analytics, ML, and AI skills to generate data-driven insights and propel their careers.

September 23 - 27, 2024

IIM U
ExEd

IIM Udaipur

IIM Udaipur, a second-generation IIM, one of the fastest-growing management schools in the country. It was set up by the Indian Government in 2011. Taking the legacy of older IIMs forward, IIMU aspires to set new benchmarks in the field of management education by combining excellence in both teaching and research.

IIM Udaipur is well on its way to becoming a globally recognised B-School. It has broken new ground by focusing on world-class research and transforming students into tomorrow's managers and leaders. The Institute arrived on the global education stage by securing accreditation from the AACSB (Association to Advance Collegiate Schools of Business) in merely eight years of its establishment. With this accreditation, IIM Udaipur is counted in the same league of global institutes, such as Harvard Business School, Wharton School at the University of Pennsylvania, and the MIT Sloan School.

The 'U' Advantage

The youngest AACSB-Accredited Management School in the country and was the 4th IIM to have attained it. Only 5% of B-Schools in the world are AACSB Accredited.

IIM Udaipur, the only IIM to be in the top 100 of the prestigious FT MIM Global Rankings 2023 consecutively for 5 Years since 2019

Indian Institute of Management Udaipur featured in the prestigious Masters in Management (MIM) QS World University Rankings 2024 for the Fifth consecutive year.

Ranked 4th in India after ISB, IIM Ahmedabad & IIM Bangalore, for research according to the globally recognized UT Dallas Rankings.

IIM Udaipur ranked 16th amongst all B-Schools in the NIRF Rankings 2023. The ranking shows the relentless pursuit of excellence in research and academics. It reflects the stalwart contribution of our faculty members and students, who have demonstrated their efforts in all fields.

ML and AI in Managerial Decision Making

About the program

The program will help participants understand and interpret outputs of a diverse set of analytics, ML, and AI models, and develop practical managerial insights based on them. They will be able to contribute data-driven insights to their respective working teams and organizations in the immediate future. In the long run, such practice of developing data-driven managerial insights will lead them to making useful managerial steps, which will ultimately help them for overall career growth. In summary, this program will provide competitive advantage to the participants, through dissemination of important knowledge of analytics, ML, and AI models that are indispensable in the present age to successfully navigate the corporate world.

- Provides the appropriate blend of technical, applied, and practical knowledge of analytics, ML, and AI technologies.
- Covers various domains of business such as retail analytics, customer relationship management, fraud detection, default prediction, engineering management etc. as application areas.
- Holds parallel discussions of technical details and practical applications of all models and methods in the curriculum.
- Provides hands-on knowledge of computer implementation of all models and methods discussed.

Program duration:

This open program is designed as a 5-day residential program to be conducted on the IIM Udaipur campus. Participants are required to travel to Udaipur to attend the program in person. Since it is a residential program, participants will be accommodated in a suitable hotel on a single occupancy basis.

Program content:

- Importance of ML and AI in contemporary managerial decision making;
- Organizations driven by ML and AI;
- Processes to make an organization ready for ML and AI;
- Exploratory business analytics and storytelling with contemporary graphical analysis;
- Preliminaries of analytics;
- Business analysis and prediction using regression models;
- Classification models and their applications in business – fraud detection, prediction of attrition, default prediction, buyer prediction etc.;
- Practical methods of handling class imbalance;
- Assessment of model performance and model diagnostics;
- Comparing performance of different classifiers in managerial applications;
- Classification trees and ensemble learning;
- Unsupervised learning in business intelligence – market segmentation or clustering, market basket analysis;
- Artificial Neural Network and Deep Learning;
- Text Mining and Social Media Analytics – Data Cleaning, Large Language Models, Topic Modelling, Sentiment analysis;
- ML and AI at work: Perspectives from contemporary organizations.

Pedagogy:

The pedagogy is a mix of class discussions, contemporary case studies, hands-on data analysis (with Excel, JMP, Tableau/Power BI, R/Python), and group discussions. The data examples will be from diverse business domains such as Marketing, Finance, Operations, Human Resources etc.

Target audience:

- Professionals in 5 – 10 years' experience bracket who are interested in upskilling themselves with analytics, ML, and AI technologies and their applications in various domains of business such as operations, marketing, finance etc.
- Professionals in 5 – 10 years' experience bracket who are interested in transitioning to managerial roles, with an aim to manage data science teams working on application of analytics, ML, and AI technologies in various spheres of business.

Application:

Interested & eligible candidates may apply online using the link **https://exed.iimu.ac.in/short-duration-on-campus/ml-and-ai-in-managerial-decision-making/**and click on the "Apply now" button and make the payment.

Acceptance of applications:

All the applications received till the last date will be evaluated by a faculty panel, and the candidates who are found eligible will be intimated via email by the ExEd office.
If a candidate is not selected, the amount paid by such candidates will be refunded in due course by the Institute.

Important dates:

Program dates:	September 23 to 27, 2024 (Monday to Friday)
Early Bird Discount (EBD) till:	Monday, August 12, 2024
Last date for application:	Friday, September 09, 2024
Last date for withdrawal:	Friday, September 09, 2024

Payment process:

Program fee:

Rs 1,51,040 (Rs 1,28,000 + 18% GST) to be paid along with the application form.

Early bird discount (EBD):

Applications received on or before August 12, 2024, will attract an early bird discount of 5% on the fee before tax per participant.

The amount payable with EBD will be Rs 1,43,488 (Rs 1,21,600 +18% GST)

Corporate/group discounts:

Any company sponsoring three or more candidates will be given a corporate discount based on the number of participants sponsored for that program.

For further details, please get in touch with the ExEd office.

Program Directors:

Prof. Debanjan Mitra
IIM Udaipur

Dr. Debanjan Mitra earned his Ph.D. in statistics from McMaster University, Canada, in 2012. He is currently an Associate Professor at IIM Udaipur. Earlier, he held a faculty position at IIT Guwahati. He has a long experience of teaching a wide array of analytics courses such as predictive analytics, advanced analytics, business statistics, data mining, data visualization in the full-time MBA programs of IIM Udaipur. He has also taught various analytics courses in the short-term executive programs offered by the institute for various companies. Dr. Mitra is an active researcher; his research papers have appeared consistently in highly reputed international journals. In addition to teaching and research, Dr. Mitra served as a member of the Board of Governors, and as a member of the Advisory Board for the Centre for Digital Enterprise Management at IIM Udaipur.

Prof. Ujjwal Das
IIM Udaipur

Dr. Ujjwal Das currently is an associate professor in OM, QM & IS area. He obtained his PhD in mathematical sciences from Northern Illinois University in 2011. He served as a postdoctoral research fellow at the department of Biostatistics in University of Massachusetts, Amherst. He also worked as a senior research Statistician at Abbott Labs in North Chicago. Thereafter he joined IIM Udaipur as an assistant professor and started teaching courses on business statistics, advanced analytics in 2-year MBA, 1-year MBA programs along with short term executive programs offered from the institute. In addition to teaching Prof. Das is also an active academic researcher in applied statistics. He has published papers in international journals which show his ability of independent research in applied statistics.
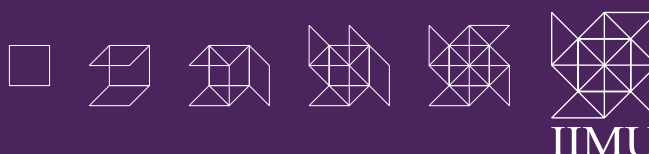
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