



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

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Prof. M.V.Yugandhar
Prof. Nirmala Apsingikar
Programme Directors

May 22, 2019

Dear Sir / Madam,

Programme on
Leveraging Big Data and Analytics
(August 19 - 23, 2019)

The Administrative Staff College of India is pleased to announce a 5-day programme on "Leveraging Big Data and Analytics" from **August 19 - 23, 2019**.

This programme is aimed at creating awareness among the IT and business managers about the opportunities of using Big Data and Analytics to better achieve organizational outcomes. By participating in this program, the participants will gain expertise in the technology ecosystem of big data, statistical foundations and domain expertise across different functional areas including the government. The programme will also delve into the aspects of organizational culture that entails shift of decision making from the realm of intuition to that of evidence-based decision making.

Through appropriate working knowledge of different tools / technologies that include R, Python, SAS, MySQL, Hadoop, participants will appreciate the strengths and limitations of these tools. This will help them make the right choices while driving these projects.

An intuitive understanding of the quantitative concepts will help participants help make the right choices of the techniques and develop the expertise to drive decisions based on the model outputs.

From an implementation perspective the programme will cover the project management methodologies, and the associated pitfalls (ethical and privacy related) in driving these initiatives.

The programme brochure and nomination form are attached. Photocopies of the nomination form can also be used. We look forward to receive nominations from your organisation.

Please do reach us for any further information/clarifications (e-mail: mv.yugandhar@asci.org.in, nirmala@asci.org.in).

M.V.Yugandhar

Nirmala Apsingikar

Encl: Programme Brochure and Nomination Form

Programme Overview

With the adoption of information technology, organisations across the globe (both in the private and public sectors) are collecting huge volumes of data about their stakeholders, processes and performance.

Data alone won't deliver competitive advantage. To harness the power of big data, organisations need skills to capture the data, process it into an appropriate form and apply analytics to derive meaningful insights.

This data in digital form if properly processed has scope to drive insights that can help organisations better achieve their mission. Organisations world over are looking for ways to use this data to seize strategic opportunities, capture more value and transform themselves.

Leveraging Big Data to drive organisational outcomes is not solely the responsibility of technology specialists or statisticians. It is the reasonability of the leadership team to understand what it constitutes and drive these initiatives across the organisations to achieve business goals.

The programme is designed for both business executives and technology professionals to seize the opportunities that are associated with big data. The participants will gain working knowledge of data science to identify challenges that Big Data Analytics can solve. The program will help senior leaders make the most appropriate investment decisions in the area of technology systems, people, culture and organisational structure. The programme will be delivered in an easy to assimilate format that is a blend of classroom teaching, hands on exercises and case study discussions.

Programme Coverage

The programme will cover the following:

- ▶ The ecosystem of tools and technologies in which Big Data and Analytics are applied
- ▶ The quantitative techniques (basic and advanced statistics) that become the basis for applying advanced analytics

- ▶ Appreciation of business problems that could benefit through the application of Big Data and Analytics
- ▶ Some of the commonly used technology tools to apply Big Data and Analytics
- ▶ Project management framework to drive data science initiatives within the organisations
- ▶ Case Studies where appropriate

Learning Outcomes

Following are the learnings envisaged as outcome of this programme:

- ▶ Identify use cases that could benefit from data science projects
- ▶ Develop familiarity with some of the commonly used tools viz. R / Python / SAS
- ▶ Intuitive understanding of statistical techniques (both basic and advanced)
- ▶ Ability to evaluate different tools / technologies available in the market
- ▶ Project management methodology to drive data science projects

Who should take the course?

- ▶ Functional executives looking to develop the requisite skills to drive data science initiatives within their organisations
- ▶ IT executives willing to enhance their skills to execute data science projects
- ▶ Senior government officers interested in applying data science in initiatives related to citizen services and as support for public policy making

Organisational sponsorship is essential

Programme Pedagogy

The programme pedagogy includes right combination of lectures, hands on exercises and case studies.

Technology

We will use the following technologies:

- ▶ R and R Studio
- ▶ Python and Jupyter Notebooks
- ▶ SAS University Edition (in Oracle Virtual box)
- ▶ Tableau for Visualisation

VENUE

The programme is fully residential and the participants will be accommodated in single occupancy air conditioned rooms. The college does not provide accommodation for the family. College will arrange transport between airport / railway station and venue. The College is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is 5 days from **August 19 - 23, 2019**. The participants are expected to arrive a day before commencement and may leave after the completion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 59,500/- (US \$1110 for foreigners) plus GST as applicable (presently 18%) per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs.49,500/- plus GST as applicable (presently 18%) per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before August 16, 2019.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (P r g / 1 9 - 2 0 / 1 / 5 2)** t o **poffice@asci.org.in** for confirmation.

Bank details are given below:

For Indian Participants :

Bank A/c Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign Participants:

Bank A/c Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **August 12, 2019**. Kindly contact Programmes Officer for further details while sending nominations (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

August 13, 2019. Any withdrawals after this date will entail forfeiture of fee paid.

ASCI ALUMNI ASSOCIATION

Participants of College programmes will automatically become members of ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the Programme.

Programme Directors

Prof. M.V. Yugandhar

e-mail: mv.yugandhar@asci.org.in

Prof. Nirmala Apasingkar

e-mail: nirmala@asci.org.in



ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward each year with a strong alumni of over 1,40,000. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2019-20.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

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ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

Nomination Form

Programme on

Leveraging Big Data and Analytics

(August 19 - 23, 2019)

Nominee's Contact Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____
		Home :	_____
e-mail :	_____	Fax :	_____

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____

	Pincode : _____
Phone(s) :	(Off) : _____
	(Mobile) : _____
e-mail :	_____
	Fax : _____

Fee Particulars

Amount Payable :	_____	Mode of Payment (DD/Chq/NEFT) :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT :	_____

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto
Note : Coverage should be available in Hyderabad, India		

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in