



Management Development Program

BUSINESS RESEARCH ANALYTICS

INTRODUCTION

Rising risk and uncertainty in the Economic and Business Environment makes all corporate decision-makers to UN-learn and re-learn beyond our existing qualifications and experience. For all professionals, making scholarly contribution to the assigned job profiles enhances visibility only when they are updating to the new methods and accept the change and re calibrate the existing models to suit to the next-generation business practices. Decision-making based on sound theoretical and logical background with objective Data and Analysis is the need of the hour. The Research mindset needs to be evolved as the business grows exponentially. The ultimate recognition and differencing factor for business excellence can be the way Data Analytics and predictive tools are deployed to support decisions at various levels.

PROGRAM DETAILS:

The one-day programme provides an opportunity to the participants who possess research aptitude to hone their Research, Analytical and Writing Skills. The Objective of the programme is to familiarize the participants with research environment and tools, thereby enabling them to identify the critical problem through research perspective and analyze and come out with possible solutions.

1 - Day Program

9.30 am to 5.30 pm
August 23, 2019

Fee

Rs. 8000/- per
participant plus 18%
GST

Venue

SIMSR Campus

Pedagogy

Interactive sessions, experiential learning brought alive through cases, classroom discussion and other activities

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TARGET AUDIENCE

The programme is designed to have a general scope. Hence, participants who are inclined to understand and use research in their current roles or potential professions.

Certificate of Participation will be issued to all participants at the end of the program.



TAKEAWAYS FOR THE PARTICIPANTS

At the end of this one-day interactive workshop, participants would be able to:

1. Describe the importance of Research and its role in Business Decisions
2. Describe the Research Environment and research tools
3. Apply Research Analytical and Research Writing Skills

PROGRAM FACULTY:

Dr. Asha Prasuna is the Professor of Economics & International Finance at K.J. Somaiya Institute of Management Studies & Research (SIMSR), Mumbai, India. She holds M.A., M.Phil and Ph.D in Economics from Hyderabad Central University, Hyderabad. She has 20 years of Corporate, Research and Academic experience. She worked for seven years as Senior Domain Specialist at Dun & Bradstreet India. She has jointly authored three books titled Equity Research and Valuation, Fixed Income Securities; Wealth Management published by TMH.

Dr. Siva Kumar is the Professor and Area Chairperson of Economics & International Finance at K.J. Somaiya Institute of Management Studies & Research (SIMSR), Mumbai. He holds MA, M.Phil. and Ph.D.in Economics. He has been an approved guide for Ph.D. scholars of the University of Mumbai and SNDT Women's University since 2005. Prior to SIMSR, he worked for BITS Pilani and T.A. Pai Management Institute, Manipal. He is also an external examiner and referee, and has evaluated several doctoral theses of doctoral theses submitted to other universities.

About K J Somaiya Institute of Management Studies & Research, Mumbai

- Graded amongst Top 20 B Schools in India
- 1st Mumbai University B School to be granted Autonomy
- Well Designed, State of Art Infrastructure
- P.G & PhD Programs
- Excellent Placement Records
- Highly Qualified Faculty with Industry Experience
- Research Intensive Centers of Excellence

