



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



Business Intelligence and Analytics

November 12 - 14, 2025

Program Overview

The basic objective of the Programme is to expand the use of analytics to a broad range of consumers both traditional and non-traditional business users. This will familiarize the participants with the use of new BI and analytics technologies to handle specifically big data. The participants will learn about the extraction of useful information and knowledge to gain actionable insight on large volumes of data in order to improve decision making. This will enable the participants on how to use in a better way the fundamental concepts in business and think analytically. Essentially they will learn how to leverage effectively the analytical data through the use of various tools and techniques. This will enable them to see data as a strategic asset to envision opportunities for improving data-driven decision making and data-oriented competitive threats through a competent interaction with the business and its environment.

Coverage:

The Programme will cover the following topics:

- Data Science and Analytics
- Analytical Thinking
- Using data science for transforming information into insight
- Business Intelligence and Business strategy
- Decision Making Under Uncertainty
- OLAP technology
- Predictive Modeling
- Cluster Analysis
- Association rule mining
- Advanced business intelligence and analytics
- Competing on analytics
- Various applications such as Churn- Analysis, Market segmentation, Credit Scoring etc.

Pedagogy:

The pedagogy for the Programme will be a mix of lectures, case discussions and hands on training on relevant software.

Participants Profile:

The Programme is aimed at middle level executives / management professionals / Business Analysts.



Facilitators:



Prof. Sreejesh S

Associate Professor, Marketing
Management

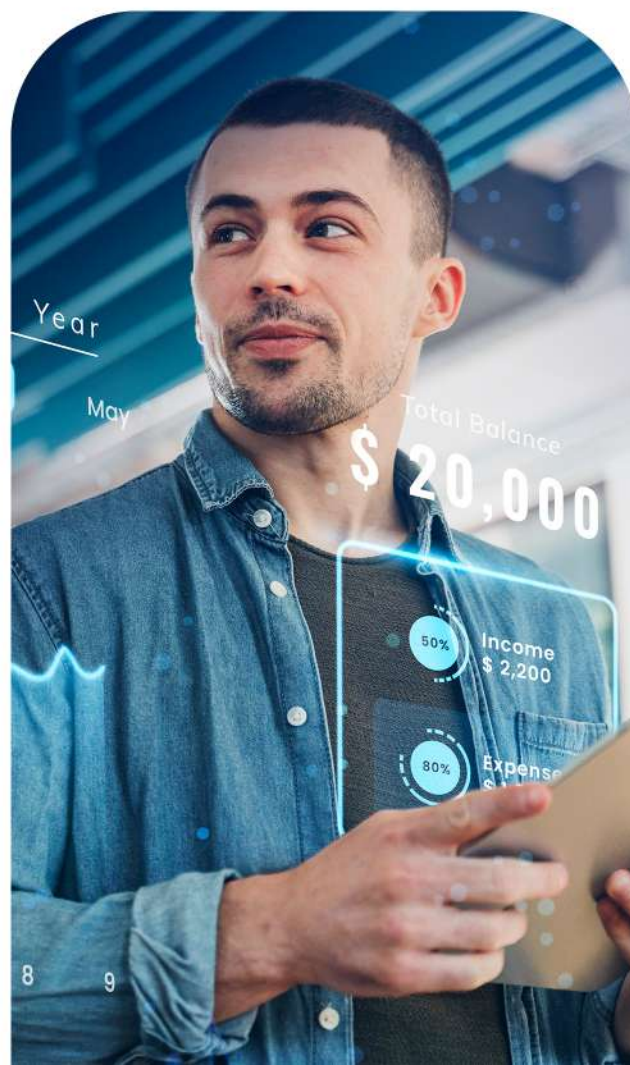
Prof. Sreejesh S is currently working as Associate Professor of Marketing Management Area at Indian Institute of Management Kozhikode, Kerala, India. His main research interests include brand management, services marketing, online marketing & advertising. His publications have appeared in the leading journals of marketing, such as European Journal of Marketing, Industrial Marketing Management, Computers in Human Behaviour, Journal of Travel and Tourism Marketing, Marketing Intelligence and Planning, International Journal of Contemporary Hospitality Management, Internet Research, etc. In addition to the chapter contributions in books and case study developments, he has also authored books of international repute with Pearson India and Springer International.

Programme Fee:

**Rs. 60000 (Residential),
Rs. 50000 (Non-Residential).
GST @ 18%**

Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.





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Management Development Programme

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