One Week Faculty Development Program

On

Business Analytics For Decision Making
(ONLINE MODE)

21st April – 25th April, 2025

Organized by:
Association of Indian Universities
Gautam Buddha University - Academic & Administrative Development Centre
(AIU-GBU AADC)
University School of Management, GBU,
Yamuna Expressway,   Greater Noida,
Gautam Budh Nagar, Uttar Pradesh

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Prof. Rana Pratap Singh
Hon'ble Vice Chancellor, GBU

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- Dr. Varsha Dixit, SoM, GBU
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- Dr. Barkha Singhal, SoBT, GBU
- Dr. Aarti Gautam Dinker, USICT, GBU
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- Prof. Rajiv Kumar Goel, DU, New Delhi

IT SUPPORT

Dr. Sandeep Rana, System Manager, CCC, GBU
Mr. Rajkumar, Technical Superintendent, CCC, GBU

TOPICS TO BE COVERED

- Introduction to Business Analytics
- Business Data & Statistical Foundations
- Business Analysis, Documentation & Data Visualization
- Data Analytics Using Python
- Excel for Business Analytics
- Power BI for Business Analytics
- Machine learning using Python
- Capstone Project & Best Industry Practices

About the University

Gautam Buddha University, established with government funding on a sprawling 511-acre lush green campus in Greater Noida, is committed to fostering multidimensional growth through education, training, and research. Establishing incubation cells and strategic collaborations through various Memoranda of Understanding (MOUs) with industry leaders and research organizations further enhances the entrepreneurial environment. The academic programs at Gautam Buddha University are designed in line with the best universities worldwide, blending top-tier pedagogy, classroom teaching, and hands-on experiential learning. The focus on value-based education is further reinforced by establishing eight specialized schools. These include the School of Vocational Studies, School of Biotechnology, School of Engineering, and School of Information and Communication Technology, offering undergraduate, postgraduate, and doctoral-level studies in various scientific disciplines, including interdisciplinary domains. This holistic approach ensures that students and faculty have the resources to excel and contribute to developing knowledge, technology, and innovation.
Visit us @ http://www.gbu.ac.in

About the School

University School of Management (USOM) at Gautam Buddha University offers an exciting and conducive academic and research environment for the growth of individuals. With its focus on four core values - Character, Creativity, Competence, and Commitment, the USOM at GBU imparts cutting edge value and skill-based education in different management streams that is relevant globally as well as locally. It envisions to set international standards to deliver management education and research with greater emphasis on skill development of students to meet the complexities of the changing world and to enable them to become successful leaders, researchers and entrepreneurs.

At USOM, we aim to create an Integrated Management School with our academic programmes designed to develop highly motivated and innovative young minds for management roles in business, industry, and other services. The curriculum emphasizes on the holistic development of students with strong focus on enhancing the professional abilities of students in different fields of study to sharpen their managerial and business acumen.

About the FDP

Business Analytics is a crucial skill set for modern professionals, empowering them to derive meaningful insights from data to enhance decision-making and business strategies. This **Faculty Development Programme (FDP)** is designed to equip college faculty and research scholars with **in-depth knowledge, practical skills, and industry-relevant tools** in Business Analytics. The program aims to bridge the gap between academic learning and industry expectations by integrating theoretical concepts with hands-on training by the experts from industry/academia.

Prerequisites: Basic understanding of data and business processes (no programming background required)

Speakers: Experts from Industry/Acedemia

Participants: All Faculty & Research Scholars

Session Timings

Session 1:   11:00 am – 01:30 pm

Session 2:   02:30 pm - 05:00 pm

Last date of Registration: 15th April, 2025

Registration Link :

https://tinyurl.com/3uu4buj9

Registration Fee:

Registration Fee for GBU participants: Rs 1000/-
Registration Fee for other participants: Rs 1500/-

The account details for online payment are -
Name of Beneficiary: Gautam Buddha University
Account No. : 6660000100000025
IFSC Code : PUNB0666000
Branch: Punjab National Bank, GBU, Greater Noida

Contact

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