



**Department of Management
School of Humanities and Management
NIT Andhra Pradesh**

Organizes

**A Five-Day Virtual FDP
On
Research Tools and Techniques in
Business Management**

22-26 November 2021

Chief Patron

Prof. C. S. P. Rao
Director
NIT Andhra Pradesh

Co-Patron

Dr. Dinesh P. Sankar Reddy
Registrar i/c
NIT Andhra Pradesh

Convener

Dr. Soumya Jose
Assistant Professor and Head
School of Humanities and Management
NIT Andhra Pradesh

Coordinator

Ms. Prabhavathi K.
Faculty, Department of Management
NIT Andhra Pradesh

Organizing Committee

Dr. Premalatha P.
Dr. Vijayasree D.
Department of Management, NIT Andhra Pradesh



About the Institute

National Institute of Technology Andhra Pradesh is the thirty first institution among the chain of NITs started by the Government of India. The institute was established in the year 2015. With the support of MHRD and the dynamic leadership of the director, Professor C. S. P. Rao, the institute started functioning in its permanent campus in 2019. The institute offers B.Tech., M.Tech., MBA., M.S. (by Research) and Ph.D. Programmes.

School of Humanities and Management

School of Humanities and Management offers both core and elective courses for all B.Tech Programmes. The school offers Full/Part Time Ph.D. Programme in English and in Management.

Objective of the FDP

Analytics is the main functional area in today's organizations, with a high demand for the professionals having the knowledge of analytical tools. Business analytics is an interactive process of analyzing and exploring business data to find valuable insights. This FDP will provide a platform for faculty, research scholars and students in understanding and implementation of analytics in decision making and hands on tools using tableau, regression models. This FDP will also engage the participants with the concepts and techniques of data analytics and business applications; to understand the importance of Artificial Neural Networks and apply it in research and industry.

Details of the Session

SL. NO.	TOPIC	TIME	RESOURCE PERSON
1	Review of Literature and Finding the Research Gaps	10:00 am – 11:30 am	Dr. Deepika M G Associate Professor Amrita Vishwa Vidyapeetham Bangalore
2	Research Design and Methods	10:00 am – 11:30 am	Prof. Amalendu Jyotishi Azim Premji University Bangalore
3	Analysis using Statistical Tools (Multifactor Regression Modeling)	10:00 am – 11:30 am	Dr. Jogendra Kumar Nayak Associate Professor IIT Roorkee
4	Advanced Computational Intelligence Models (Multi Layers Neural Network & Functional Link Artificial Neural Network)	10:00 am – 11:30 am	Dr. Ritanjali Majhi Associate Professor NIT Surathkal
5	Data Visualisation using Tableau	10:00 am – 11:30 am	Dr. Rahul Thangeda Assistant Professor NIT Warangal

Last date to register: 20 November 2021

We welcome people from academia and industry.

Time and Details

10:00 am – 11:30am

Google Meet link will be shared to the registered participants through email.

E-Certificate

E-certificate will be provided to the registered participants who attend all the sessions.

Registration Fee

Faculty- Rs. 500

Research Scholars and PG Students- Rs. 350

Industrial Person- Rs. 700

Registration Account Details

Name of the Account	Director NIT Andhra Pradesh
Bank Name	State Bank of India
IFSC Code	SBIN0016305 (fifth character is “zero”)
Bank Account No	40107272308
Branch Address	SBI, Sathyavathinagar

Registration URL

<https://tinyurl.com/24dmu7v2>

Contact Details

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