



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY (KIIT)

Deemed to be University U/S 3 of the UGC Act, 1956



Executive Development Program on Business Intelligence (BI)

OVERVIEW:

The procedural and technical infrastructure that collects, stores, and analyses the data generated by a company's activities is referred to as business intelligence (BI). Data mining, process analysis, performance benchmarking, and descriptive analytics are all part of business intelligence. BI parses all of a company's data and displays it in easy-to-understand reports, metrics, and trends that help managers make better decisions. This development program covers the concept, analysis and implementation of Business Intelligence (BI) for a company.

COURSE OUTLINE: This program covers the following topics module-wise:

- **Module 1:** Introduction to Business Intelligence: This module focuses on the concept of business intelligence, its necessary, benefits, components and different characteristics
- **Module 2:** Decision Support System: Introduction of decision support system, its different components and effects of BI in decision support system
- **Module 3:** Mathematical models for decision making: Different mathematical models for decision making for a company, illustrations of the different mathematical models, their comparison and practical implementation possibilities.
- **Module 4:** Data classifications and clustering: Analysis of data, the different classifications of data, analysis on data clustering methodologies.
- **Module 5:** Marketing models: different marketing models, their analysis and comparisons.
- **Module 6:** Data Envelopment Analysis
- **Module 7:** Knowledge management: This module discusses the knowledge management
- **Module 8:** Artificial Intelligence and Expert systems: This module covers the basic concept of artificial intelligence (AI) and expert system (ES), the development of AI and ES for the BI.
- **Module 9:** BI practical: This module covers practical implementation of BI and its example

DURATION: 6 Months

FEES: 55000 INR

COURSE START DATE FOR UPCOMING BATCH: 4th June, 2022

ELIGIBILITY: Graduate students, Final year students, working profession marketing, HR etc.

OPPORTUNITIES: After completing this programme, the students or working profession can acquire the knowledge on business intelligence, its analysis, affect. Also, the working professionals can apply the BI knowledge to grow their companies.

SELECTION PROCESS: Screening and Selection will be done by KIIT

MODE OF TEACHING: online mode

CONDUCTING SCHOOL: School of Management

SYSTEM REQUIREMENTS: The candidate should have the following system facilities to access the online course:

- ✓ Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- ✓ Webcam: built-in or USB plug-in
- ✓ Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- ✓ RAM: 4 GB or higher

- ✓ OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- ✓ An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- ✓ Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- ✓ Zoom software client installed on your PC/ Laptop/ Ma

EMAIL FOR QUERIES: ldc.kiit@kiit.ac.in

APPLY NOW

APPLY NOW : https://docs.google.com/forms/d/e/1FAIpQLSc31YRI-TzNw8uX7xIZtEbNI7Y_RMsblR32A-cGaFBMvPcVkw/viewform

Certificate will be provided after completion of the program