



Utkarsh G

RASHTREEYA SIKSHANA SAMITHI TRUST  
**R V INSTITUTE OF MANAGEMENT**  
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar  
Bengaluru, Karnataka 560 041



**Live Webinar on  
Business Analytics- Way Forward  
Education and Industry**

Date: 4 <sup>th</sup> and 5 <sup>th</sup> June 2020	Venue: Zoom webinar
Time: 5 pm to 7 pm	Event : Webinar
No. of Participant: 295	Event Coordinator: Dr. Santhosh M Prof. Reddy Prof Dileep Prof. Priya Jain

**Objectives**

- To gain the knowledge of Evolution of Business Analytics and its applications in the area of management.
- To know the Curriculum Framework of Business Analytics.
- To understand why business analytics is increasingly becoming an important tool to stay a Market Leader and how it is being used in Industry?
- To understand the Need for Academia to prepare students in areas of Applications & Specializations, especially how to define problems and Model them for Analytics.

**Agenda/Flow of the Event**

Sl No	Content	Presenter	Time
<b>4<sup>th</sup> June (Thursday) 5.00 pm to 6.30 pm</b>			
1	<b>Business Analytics – Evolution &amp; Trends</b> <i>How the need for Analytics came up due to explosion of Data from Social Media.</i> <i>World &amp; India Trends in BA</i>	<b>Dr Purushotham Bung,</b> Director RVIM	1700 to 1715 15 mts
2	<b>Business Analytics Landscape</b>	<b>Dr. Ramesh Rajagopalan</b> Founding Partner, SetCONNECT  Previously Faculty and Director of MSBA at UT McCombs School of	1715 to 1730 15 mts



		Business	
3	<b>Applications of Business Analytics in Industry</b> <i>Why BA is increasingly becoming an important tool to stay a Market Leader and how it is being used in Industry?</i>	<b>Mr. Doug Gray</b> Director, Global Data - Data Science & Value Realization at Walmart	1730 to 1815 45 mts
4	Q&A		1815 to 1830 15 mts
<b>Sl No</b>	<b>Content</b>	<b>Presenter</b>	<b>Time</b>
<b>5<sup>th</sup> June (Friday) 5.00 pm to 6.30 pm</b>			
1	<b>Business Analytics Educational Framework</b> <i>Curriculum Framework of Business Analytics</i> <i>Why is industry partnership essential for BA programs?</i> <i>Best practices followed by leading Universities</i>	<b>Dr Ramesh Rajagopalan</b> Founding Partner, SetConnect Previously Faculty and Director of MSBA at UT McCombs School of Business	1700 to 1745 45 mts
2	<b>Business Analytics - An opportunity for Academia</b> <i>Increasing demand for BA professionals in Areas of Management, not just coders.</i> <i>Need for Academia to prepare students in areas of Applications &amp; Specialisations, especially how to define problems and Model them for Analytics.</i>	<b>Mr C S Venkatesh</b> Founding Director SetConnect	1745 to 1800 15 mts
3	Q&A		1800 to 1815 15 mts
4	<b>Summing up</b> <i>Summarising the two day FDP &amp; Learnings.</i> <i>Announcing the RVIM FDP on "Applications of Analytics in the Areas of Management"</i>	<b>Dr Purushotham Bung,</b> Director RVIM	1815 to 1830 15 mts



**Outcome Achieved/ Attained:**

- Dr Bung started the webinar on 4<sup>th</sup> June 2020 with *How the need for Analytics came up due to explosion of Data from Social Media*. In his talk, he explained that Data & Business Analytics has been prevalent in Business for ages. However, the way in which Business Analytics is being done has changed rapidly over the years with the advent of Social Media and consequent advent of Big Data.
- Dr. Ramesh reiterated the points highlighted by Dr Bung that there is huge gap in Business Analytics Talent supply. He went on to explain that Business Analytics is a scientific process of transforming Data in to Insights for better decision making. He went on to explain how Analytics has evolved from Descriptive to Predictive, Prescriptive and Cognitive. He explained the Landscape for teaching Business Analytics at three levels – Foundation, Application and Specialization in all the Business domains of Sales, Marketing, Finance, and Operations & HR.
- Mr. Doug Gray highlighted that it is difficult for Technology & Data Science to do well in Industry and went on to explain the Top 10 reasons why Business Analytics Projects fail in Industry. He went to explain the importance of defining the Problem properly and having a clear Objective/KPIs (Key Performance Indicators). There is a need to develop the Skill sets for defining the problem. He then went on to explain the other reasons for failure in Industry :
  - 1) Data Issues. Having the Right data in right form
  - 2) Misapplying the model. Need for proper Experimental Design.
  - 3) Solving a problem that is not a Business priority
  - 4) Communication
  - 5) Change Management
  - 6) Unrealistic Expectations
  - 7) Project Management
  - 8) Excessive focus on the Model, Technique or Technology. Model is a means to an end. Technology keeps changing, Balance between aiming for perfection and Delivery.
  - 9) Getting from Sandbox Model to Production System

**Feedback & Coordinator Comment:**

The entire program was very well received by all the participants. It was a wonderful experience to learn from foreign speakers how actually analytics works in industry. All the participants understood the importance of analytics in today's scenario and also the need for Academia to prepare students in the areas of analytics.

Event Coordinator(s)

Director

*N. Anand (Prof. Nagasubba Reddy)*

*K. Prasad (Prof. Santhosh M)*

*A. S. (Prof. Dilip)*


*P. S. (Prof. Sujata Jain)*



Annexure 1	Proposal / Approval	Not applicable
Annexure 2	Circular / Brochure of the event	Attached
Annexure 3	Brief profile of the speaker	Attached
Annexure 4	Attendees list	On zoom
Annexure 5	Photo Gallery	Attached
Annexure 6	Detail Feedback (if required)	attached
Annexure 7	Certificate copy	attached



Annexure 2  
Circular / Brochure of the event  
Brochure




**RV Institute of Management**

Live Webinar

## Business Analytics- Way Forward





Education and Industry



4th and 5th June 2020  
5-7 PM IST

**Click to Register**  
In case of queries, contact Priya @ 9108300728,  
priyajain.rvim@rvim.edu.in

**THE PANELISTS:**

 <p><b>DR. PURUSHOTTAM BUNG</b> Director, RVIM, Bengaluru India</p> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;"><p><b>TOPICS:</b></p><ul style="list-style-type: none"><li>• Evolution of Business Analytics</li><li>• Applications of Analytics in the areas of Management.</li></ul></div>	 <p><b>DR. RAMESH RAJAGOPALAN</b> Founding Partner, SetConnect USA</p> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;"><p><b>TOPICS:</b></p><ul style="list-style-type: none"><li>• Business Analytics Landscape</li><li>• Business Analytics Educational Framework</li></ul></div>	 <p><b>MR. DOUG GRAY</b> Director-Global Data, Walmart USA</p> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;"><p><b>TOPIC:</b></p><ul style="list-style-type: none"><li>- Business Analytics Applications in Industry</li></ul></div>	 <p><b>MR. C S VENKATESH</b> Founding Partner, SetConnect India</p> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;"><p><b>TOPIC:</b></p><ul style="list-style-type: none"><li>- Business Analytics - An opportunity for Academics</li></ul></div>
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Annexure 3  
Brief profile of the speaker

**Brief Profile of the Resources Persons**

1. Dr. Ramesh Rajagopalan, Founding Partner, SetConnect Inc.; Ex-Faculty & Director of MSBA at UT McCombs School of Business, USA



Dr. Ramesh Rajagopalan is a seasoned leader with over 20 years of industry experience in leading large teams and delivering customer value in the areas of Marketing Analytics, Blockchain Technologies, Cloud Computing, Supply Chain and Business Strategy. Dr. Rajagopalan has a unique blend of academic and



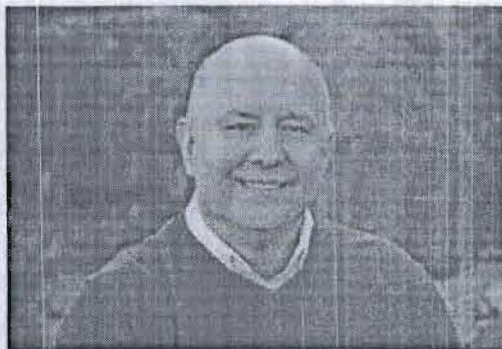
corporate leadership experience. He has held senior faculty positions at various leading universities including the University of Texas Austin McCombs School of Business. He has held leadership positions in academia as well as in large corporations such as Dell, Deloitte Consulting and IBM. He currently serves as a strategist and advisor to senior executives at global corporations as well as federal agencies. He provides leadership and guidance in the areas of business analytics, data science, marketing, healthcare and supply chain. Most recently he led a global marketing analytics team at Dell. Under his direction, his team implemented advanced analytics solutions leveraging "big data" to predict, classify and target high value customers. His team delivered several hundred million \$ revenue impact to the organization. Prior to this role, Ramesh served as the global practice executive in the Cloud Computing practice at Dell Services. He led a team of pre-sales strategists, cloud experts; engaged in strategic sales/account planning and generated multi-million \$ in revenue. In leadership roles at Dell and prior to Dell including SmartOps (now SAP), Deloitte, IBM and i2 Technologies (now JDA), Ramesh led diverse global analytics teams and was responsible for delivering multi-million \$ cost savings at several Global 100 companies. Dr. Rajagopa is driven by his passion for industry-university collaboration. Throughout his career he is privileged to work with executives from global companies striving to drive business value through analytics.

He is an internationally recognized speaker and industry expert in Advanced Analytics, Customer Insights, Supply Chain, and Digital Strategy.

**Career Highlights:**

- Unique blend of academic and corporate leadership experience
- Senior role directing Master of Science in Business Analytics (MSBA) at UT Austin McCombs School of Business
- Leadership roles at Dell, Deloitte Consulting and IBM
- Globally recognized speaker and expert in the area of Business Analytics

**2. Doug Gray, Director, Global Data at Walmart, USA**



Doug Gray is a senior executive leader specializing in integrating Data & Analytics into Corporate



Strategy across the enterprise to achieve measurably impactful, sustainable strategic competitive advantage; considerable expertise in leading large-scale programs involving sophisticated business systems design, delivery execution, and operations leveraging Analytics, Data Science, Business Intelligence and Information Technology to generate significant, tangible economic value & business impact across a variety of industries, including most notably Airline, Travel & Hospitality, Health Care, and Financial Services. Key core experience, expertise, qualifications & capabilities include: Advanced Predictive & Prescriptive Analytics Data Science, AI & Machine Learning Exceptional Strategic Planning & Execution Skills Complex Enterprise Operations Optimization.

**Career Highlights:**

- A seasoned corporate executive and a proven leader
- Adjunct professor of Business Analytics at Southern Methodist University (SMU) Data Science Program and Cox School of Business
- Leadership roles at Walmart, Southwest Airlines, BMC Software, AMR Corporation, Sabre Technologies
- Renowned speaker and expert in the area of Data Science, Corporate Leadership and Business Analytics

**3. Mr. C.S Venkatesh**



Mr Venkatesh is the Founder and CEO of MetaCog Solutions Pvt. Ltd., Bangalore.

MetaCog Solutions provides skill development solutions in the supply chain and operations management areas. Affiliated with the Automotive Skill Development Council and the Indian Institute of Materials management, the company provides industry-focused, role-based training for working professionals and students wishing to make a career in supply chain management.

Before starting MetaCog, Mr Venkatesh set-up and managed Fugo Creative, a graphic design company and Sirius Consulting Pvt Ltd – a rural BPO which provided mortgage processing services for the US market.



Prior to his serial entrepreneur journey, he was Director, Sales Consulting for i2 Technologies in India and worked with key Indian customers including Maruti Udyog, Indian Oil Corporation and Agro Tech Foods. He also held positions in Baan Asia Pacific, Singapore Technologies, ITC Infotech, Cummins India and NIIT. He has had roles in managing development, consulting and pre-sales with a focus on in the areas of manufacturing and supply chain management for automotive and electronics industries.

Mr Venkatesh holds a bachelor's degree in engineering from KREC Surathkal, and an MBA from XLRI, Jamshedpur.

#### **4. Dr Purushottam Bung, Professor and Director at RV Institute of Management**

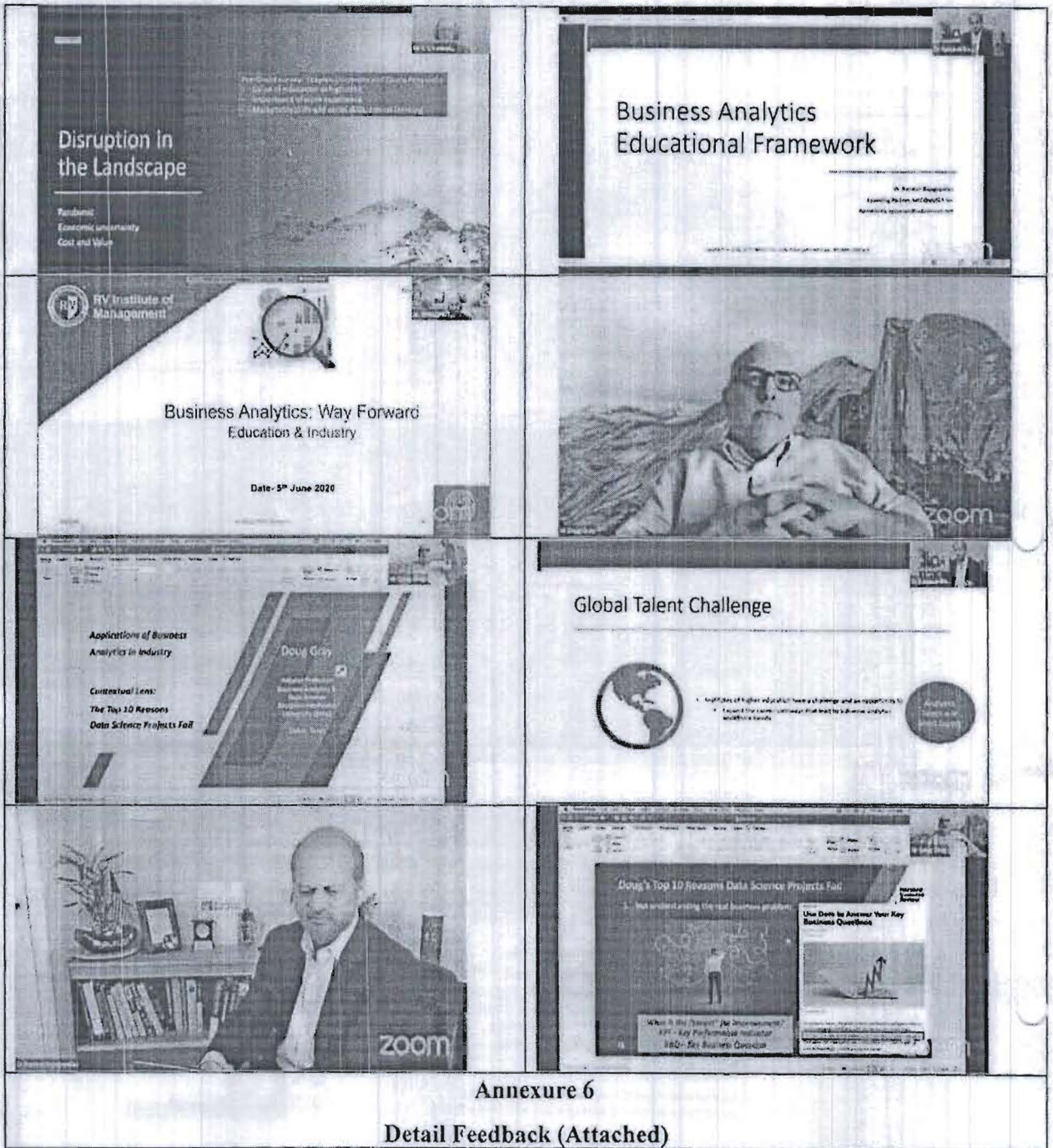


Dr. Purushottam Bung is an engineer with a rich experience of around 26 plus years in Academia and industry (domestic and international). He completed PGDM from Melbourne Business School, Australia, one of the top 10 B-schools in the world and MBA from Monash University, one of the top universities in the world. He has a rich entrepreneurial experience of around 10 plus years in the food processing industry. He is on the expert/advisory/editorial panel of many Institutions, Universities, NGOs and journals. Dr. Bung has presented and published 22 research articles in national and international refereed journals and undertaken several consultancy assignments. Dr. Bung was conferred with "Enterprising Academic Leader of the year (South India)" as part of National Education Excellence Awards in 2018. He was conferred with "Distinguished Educator" award in 2013. In 2015 he was awarded as 'Best Director of a B-school in Karnataka' as part of education excellence awards – 2015. He is member of many Associations and Institutional bodies. He is elected as FELLOW of World Academy of Productivity Sciences at Beijing, China recently. He is also a research fellow of Institute of Productivity, UK. Dr. Bung is offering management consultancy services to local Businesses, Institutions and entrepreneurs as well. Very recently he has completed a HarvardX course in collaboration with Pearson Global and Ureka Education group, UK on 'Future of Learning' anchored by Prof. Richard Elmore, Professor and authority in Education and Learning from Harvard.









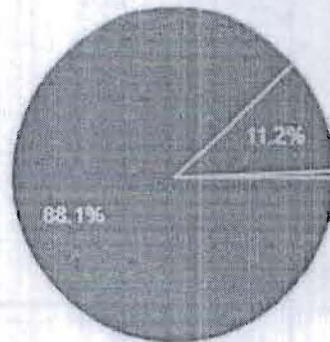
**Annexure 6**

**Detail Feedback (Attached)**



Webinar was well organized

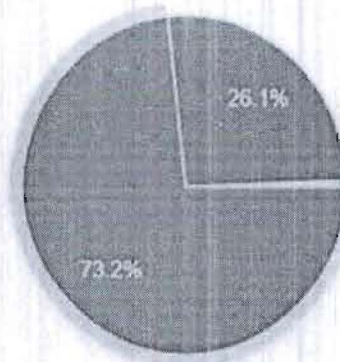
295 responses



- Strongly Agree
- Agree
- Neutral
- Disagree

Webinar helped me in enhancing my knowledge on the topic

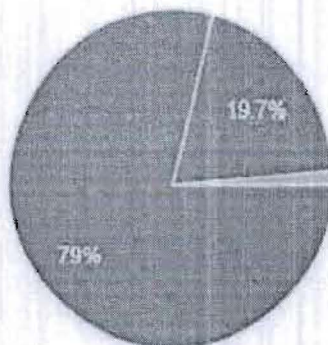
295 responses



- Strongly agree
- Agree
- Disagree
- Neutral

The information presented were relevant and useful

295 responses

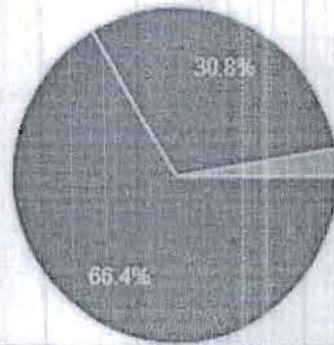


- Strongly Agree
- Agree
- Neutral
- Disagree



The presenter(s) provided adequate time for questions and answered them satisfactorily

295 responses



- Strongly Agree
- Agree
- Neutral
- Disagree

Annexure 7

Certificate Copy Attached





**RV Institute of Management**

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the world*



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## **R V Institute of Management**

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### **E-CERTIFICATE**

This is to certify,

Venkatesan D

**SRM IST**

has successfully participated in Two Day Live Webinar on “Business Analytics – Way Forward Education and Industry” held by R V Institute of Management, Bangalore on 4<sup>th</sup> & 5<sup>th</sup> June, 2020.



Dr. Purushottam Bung  
Professor and Director  
R V Institute of Management

Vision : To Become World Class Management Institute of Eminence





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## E-CERTIFICATE

This is to certify,

Sowjanya Bhat B

**R V Institute of Management**

has successfully participated in Two Day Live Webinar on “Business Analytics – Way Forward Education and Industry” held by R V Institute of Management, Bangalore on 4<sup>th</sup> & 5<sup>th</sup> June, 2020.



Dr. Purushottam Bung  
Professor and Director  
R V Institute of Management

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