



**Institute of Rural Management Anand**

# **Machine Learning for Managers**

**October 25-26, 2021**

**Programme Co-ordinators:**

**Prof. Jimut Bahan Chakrabarty & Prof. Rajeev A**

## **About the Programme**

In order to be at the competitive edge, businesses today are using Machine Learning for improving their business operations and enhancing their scalability. For the managers of the future, Machine Learning skills are going to play a pivotal role in their career progress. The objective of this programme is to introduce the participants with Machine Learning techniques that go beyond the classical statistical methods. The concepts introduced in the class will be discussed in the context of Operations, Marketing, Finance and other important business decisions.

## **Objectives**

The programme serves a twofold objective of introducing the participants to the concepts of Machine Learning used for analyzing data in the business world and also to make them familiar with R, a language and environment extensively used for statistical analysis and Machine Learning.

## **Benefits of the Programme**

The programme will provide the participants with a basic understanding of some of the Machine Learning methods and how to apply these methods in real-life business situations. On successful completion of the programme, the participants are expected to acquire an advanced and innovative applied skill to differentiate themselves in the business world.

## Contents

- ◆ Introduction to Machine Learning
- ◆ Linear Models
- ◆ Generalized Linear Models
- ◆ Decision Tree based Algorithms
- ◆ Support Vector Machines

## Pedagogy

It will be a mix of lectures, cases and hand-on training. Since this is a hand-on programme, participants should have access to laptop.

## Who Should Attend

This programme is meant for middle and senior level executives.

## Programme Fee

This is a 2-day online programme and the programme fee is INR 35,400/- (inclusive of 18% GST) per person. The fee should be paid in advance through NEFT/RTGS.

## Delivery in Virtual Mode

The sessions will be scheduled on an online platform. Participants are required to have access to a personal computer/laptop with stable internet connection and a webcam to access the sessions.

## Resource Persons

Prof. Rajeev A  
Prof. Prashant Premkumar Nair  
Prof. Jimut Bahan Chakrabarty

***Deadline for Confirmation of Participation: October 10, 2021***

Oliver Macwan, Deputy Manager (Executive Training)

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