



# FDP

## FACULTY DEVELOPMENT PROGRAMME IN MANAGEMENT

A Programme for Management &  
Engineering Teachers  
15 September, 2018

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15<sup>th</sup> September, 2018

Lloyd Business School(LBS) and IBM is pleased to announce the 1st **Faculty Development Program(FDP)** of 2018 on "Introduction to Business Analytics". This FDP's main aim is to improve the research and teaching skills of analytics educators. LBS's FDP is a mix of top academicians and industry practitioners for a extensive exposure to the new world of business analytics. The program duration is one day on 15th September 2018 from **9:30 AM to 3PM**. **The last date of receipt of application is 10 September 2018(End of Date).**

### FDP DESIGN

The primary objective of the programme will be to equip the candidates with basics of business analytics. Emphasis will be given to understand the philosophy of management applicable in analytics, design and developing the learning sources and so on.

### TARGET AUDIENCE

Potential audience will be management and technology teachers, trainers or researchers employed in schools, colleges, university departments, professional institutes, training centers, business centres, state or government staff training institute. The programme is especially helpful for candidates who teach Computer science, IT and Management courses like Marketing, Finance, Statistics, Operations etc.

### FACULTY

Experienced faculty from academia and industry experts will be conducting sessions.

### CERTIFICATION

Participation certificate will be awarded to those who complete the full programme conducted on the day.

### PROGRAMME FEE

The programme fee is Rs. 1000/- (One thousand only) The program fee includes tuition fees, cost of course material, meals during the programme in campus. However travel, medical, personal and all other expenses have to be borne by the candidate itself.

### LIMIT

We appreciate those institutes which identify top performing faculties and nominates them for FDP. A maximum of 5 Faculty members and PG students can participate from an institute.

### HOW TO ENROLL

Applicant willing to enroll or nominate their colleagues should fill the form on the link given below:-  
Registration Link- <http://www.lloydbusinessschool.edu.in/fdp/fdp.html>

### DEADLINE

This registration link will be working till 10 September 2018 (End of Date).

## PAYMENT MODE

There are 2 payment options :

- 1. NEFT :** Lloyd Business School, Bank - ICICI Bank, Omega I , Greater Noida, Account No - 218305000035  
IFSC Code- ICIC0002183
- 2. PAYTM :** 9873250790, For any further queries related to payments, please contact below  
E.mail - [fdp@lloydcollege.in](mailto:fdp@lloydcollege.in) | Mobile – 8447125166 (Ms. Meenu Chaudhary)

## FDP ORGANISING TEAM

Swarit Yadav (Co-ordinator), Assistant Professor  
Mobile No. : +91 - 7024120051

Anuradha (Co-ordinator), Assistant Professor  
Mobile No. : +91 - 97933 33344

## ABOUT THE INSTITUTE

Lloyd Business School is located in a quiet and lush green campus spread over 10 acres in Knowledge Park – II, Greater Noida. An AICTE approved, independent, co-educational, privately endowed institute, Lloyd has been operational since 2004, guided by the philosophy of combining theoretical knowledge with practical applications in order to create skilled, highly trained and employable professionals.

Lloyd constantly strives to achieve its objective of delivering quality education to students while ensuring their professional development through Professional Development Programs, On-job-Trainings and exposures to multiple Industries & sectors with which the institute has intensive tie-ups.

The strength of the Institute is in the niche and highly industry-integrated courses that Lloyd offers in the field of management under the combined aegis of renowned faculty members and highly respected corporate professionals. The PGDM programs are offered in the field of Human Resources, Supply Chain Management and Business Analytics jointly with industry leaders like the Manpower Group, Safeducate and IBM.

Lloyd Group of Institutions has a well-deserved reputation for delivering high quality programmes at both undergraduate and postgraduate levels across the academic departments of Law, Management, Pharmacy and Education.

IBM Business Analytics Lab demonstrates the institutes commitment to modernisation of facilities and infrastructure.

## WHY STUDY BUSINESS ANALYTICS?

Business Analytics is a set of techniques and processes that can be used to analyze data to improve business performance through fact-based decision-making.

Business Analytics and Business Intelligence create capabilities for companies to compete in the market effectively.

By 2020, India will face a demand-supply gap of 2,00,000 data analytics professionals

In a recent article based on a survey of nearly 3000 executives, MIT Review reported that there is striking correlation between an organization's analytics sophistication and its competitive performance.

Business Analytics helps companies to find the most profitable customer and allows them to justify their marketing effort, especially when the competition is very high.

The 2020 global estimate calls for 2.7 million job postings for analytics and data science roles

**WE PROVIDE FOLLOWING COURSES FOR WORKING EXECUTIVES**

**Executive Certification Programme in**

**\*Data Science/ \*Business Intelligence/ \*Predictive Analytics**



**LLOYD BUSINESS SCHOOL**

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