



SPSU
Sir Padampat
Singhania University

An initiative of
JKCement

22nd - 24th Sept, 2023 | SPSU Campus, Udaipur

MANAGEMENT DEVELOPMENT PROGRAMME

Machine Learning for Business Applications

IN ASSOCIATION WITH **S.sas.**

PROGRAMME MANAGERS | **Prof. Dipesh Vaya , Prof. Sarika Singh**



Best Pvt.
B-School
In Southern Rajasthan
by
THEWEEK



A+
Sustainable
Institutions
of India
Green Rankings
by
R
World Institutional
RANKING



Background

The emergence of data as the new oil and the Internet as the primary means of access has led companies to recognize the significance of understanding and interpreting data. With the ongoing dominance of the fourth industrial revolution and disruptive technologies, it has become essential for businesses to familiarize themselves with how data can support intelligent decision-making for managers.

ML models have empowered businesses to extract valuable insights from data, optimize processes, and improve overall efficiency. The widespread application of ML in various industries, including self-driving cars, robotics, medical diagnostics, and search engines, has created a high demand for skilled managers in this domain. To meet this demand, our program aims to equip you with the necessary expertise to address real-world challenges and secure your career's future. The program fosters a culture of asking the right questions for data analysis, recognizing patterns, and extracting valuable insights. Consequently, it caters to a wide range of functions, including human resource management, marketing, operations, information technology, strategy, healthcare, finance, and other related fields.

Objectives



Familiarization with applications of machine learning in business problems



Gain a foundational perspective of supervised and unsupervised ML



Introduction to SAS Viya technology

Outline and Topics



Data Preparation

- Data exploration
- Feature extraction
- Input transformations
- Feature selection
- Variable clustering
- Best practices
- Selecting your algorithm



Decision Trees and Ensembles of Trees

- Tree-structure models
- Recursive partitioning
- Pruning
- Ensembles of trees



Neural Networks

- Network architecture
- Network learning and optimization



Support Vector Machines and Additional Topics

- Large-margin linear classifier
- Methods of solution
- Nonlinear classifier: Kernel Trick
- Additional tools



Model Assessment and Deployment

- Model assessment and comparison
- Model deployment

Pedagogy

Utilizing a variety of interactive teaching and training techniques, this program ensures a dynamic learning experience. These methods encompass feedback sessions, case studies, classroom discussions, lectures, presentations, and practical exercises. Furthermore, the program provides hands-on experience in constructing models using multiple ML tools. It imparts insights into how businesses can embrace a continuous flow of data, turning it into valuable research and development.

Who Should Attend

- Business executives from all organizational functions, industries, and sectors
- Individuals who are interested in pursuing a career in Machine Learning & Data Analytics
- Additionally, entrepreneurs and consultants are also encouraged to join

SAS is the world's leader in AI and Analytics

But what does that mean?

It means we can use SAS software to rapidly turn huge amounts of complex data into usable insights. With SAS, you can apply the most advanced analytics, business intelligence, data management and AI solutions to solve toughest business problems. SAS is recognized globally by leading MNCs for its cutting-edge technology and innovative initiatives.

88 of the top 100 of the 2021 Fortune 500 list are SAS customers or their affiliates

SAS Client Network



SAS Partner Network



Outcomes



Joint certificate by SAS and SPSU



Digital Badge by SAS – verified credentials link and easily shareable on social media



Access to SAS Learning Management System

Venue & Duration

The residential program will take place at SPSU Campus, Bhatewar, Udaipur from September 22 to September 24, 2023. Participants can avail accommodation at SPSU Campus starting from noon on September 21, 2023, until the forenoon of September 25, 2023.

Faculty

Faculty will comprise of experienced SPSU faculty and SAS industry trainers with a diverse industry and academia experience

Pricing & Discount

In consideration of our enduring relationship with your esteemed organization, we are delighted to introduce special pricing and discount policy. The current rates are ₹50,000 + GST, whereas, if you register for the Early Bird discount before 5th September, 2023 you can avail a 20% discount, making it ₹40,000 + GST.

**For any Additional information/
enquiry, please write to:**

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About SPSU

Sir Padampat Singhania University (SPSU) was established by JK Cement Nimbahera Foundation through legislation of 'Sir Padampat Singhania University Act 2008' by Govt. of Rajasthan. It is located on a 100-acre campus with all modern amenities. The university has three schools: School of Engineering, School of Management and School of Liberal Studies, offering programs at the undergraduate, postgraduate and doctoral levels.



Eminent Faculty



Global Certifications



20+ State-Of-The-Art Hi-Tech Labs



100+ Acres Clean & Green Campus



24x7 WiFi Enabled Campus



Industry Partnerships



Centers of Excellence



Modern AC Studio Hostels



24 Hours Medical Facility with Doctor on Campus



Organized & Hygienic Multi Cuisine Mess & Food Court



Gymnasium and 10+ Indoor & Outdoor Sports Facilities

SPSU Rankings

BW BUSINESSWORLD

Business World Best Engineering colleges and universities (June 2023)

Ranked 10th among private universities and colleges of North India

Ranked 2nd among private universities and colleges of Rajasthan

Outlook

Outlook i-care university rankings 2022

Ranked 3rd in Rajasthan

Degree Options for Working Professionals

MBA | MBA - Business Analytics with SAS | M.Tech

Our top recruiters

HCL

Tech Mahindra

Deloitte

tcs TATA CONSULTANCY SERVICES

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BYJU'S The Learning App

KPMG

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