



**IIPM**



**भारतीय बागान प्रबन्ध संस्थान बेंगलुरु**  
**INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU**  
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

**Two Days Hands-on Management Development Programme (MDP)**  
**“Digital and Social Media Analytics for Food and Agriculture Sector”**  
**[Using Google Analytics, R, Python, Nvivo, Tableau and Excel]**

**Date: 21 to 22 June 2019**

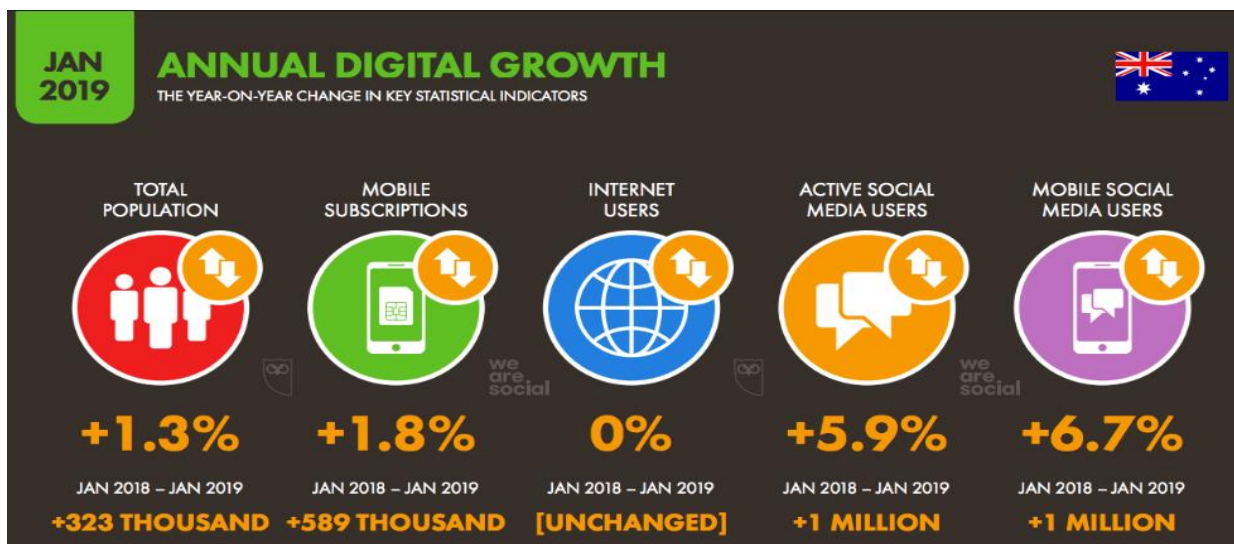
**Venue: IIPM Bangalore**



## PROGRAMME OVERVIEW

*“In God We Trust, All Others Must Bring Data by W Edwards Deming”*

Digital and Social Media Analytics are the buzzword of the 21st century and predicted to become the base for food and agri-business competition, Governance in the future as the digital economy have access to ever more data and algorithms to replace human decision-making in order to become increasingly important in both the academic and the business communities. Industry studies have highlighted significant development in the field. For example, based on a survey of over 4,000 management professionals from 93 countries and 25 industries, the IBM Tech Trends report identified a digital analytics as one of the four major technology trends in management. In a survey of the state of social media and analytics by Bloomberg Businessweek, 97 per centage of companies with revenues exceeding \$100 million were found to use some form of analytics. A report by the McKinsey Global Institute predicted that by 2018, the United States alone will face a shortage of 140,000 to 190,000 people with deep analytical skills, as well as a shortfall of 1.5 million data-savvy managers with the know-how to analyze data to make effective decisions.



Source: United Nation, Census Bureau

## WHAT WILL YOU GAIN?

Institute MDP is designed to provide hands-on experience in digital and social media analytics tools and techniques using a real-time case studies that can be used for data-driven managerial decision-making for food and agriculture sector to execute strategies, and respond to marketing opportunities on an everyday basis.

Primary objectives of the MDP are:

- Know the latest trends and updates on the major social channels: Facebook, Twitter, YouTube, Instagram, LinkedIn, and Blogs
- Analyse digital and social media data using tools and techniques to understand and predict the relationships amongst variables
- Hands on experience with leading free/open source software such as Google Analytics, R Studio, Python, Nvivo, Tableau and Excel etc.

## TARGET AUDIENCE

- The program is aimed at middle-level executives/ management professionals/ officials from government department and business analysts to learn social media and business analytics skills.
- Graduates or young professionals, academician and researcher in food and agriculture sectors.

**PREREQUISITE:** Knowledge of basic concepts of programming, computer science, and mathematics/statistics is desirable, but not mandatory.

## PROGRAM COVERAGE

### Day 1: Digital Analytics using Tableau and R Console/Studio

Session	Topic	Case Study Data Set
I	Importance of Digital Analytics-Food and Agriculture	-
II	Data Visualization: Worksheet Creation	Retail
III	Dashboard/Story Board/Social Media Sharing	Food WHO/USAID
IV	Supervised/ Unsupervised-Machine Learning	Wine/ E-Commerce

### Day 2: Social Media Analytics and Social Network Analysis using Python/Google Analytics/Nvivo

Session	Topic	Case Study Data Set
I	Web Scraping in Python: Dataset creation and cleaning	Social Media Websites
II	Web Analytics	Google Analytics
III	Social Media: Sentiment/Text Analysis	Facebook, Twitter, YouTube, Instagram, LinkedIn, and Blogs
IV	Social Network Analysis using Nvivo	23andMe

## PEDAGOGY

The pedagogy for the program will be a mix of theory lecture (10%), introduction of case studies (5%) and hands-on training experience (65%) on relevant software and result discussions (20%) for managerial decision making.

## DATE, TIMING AND VENUE

21-22, June 2019 /// 9 AM to 5.30 PM

Knowledge Resource Centre (KRC), Indian Institute of Plantation Management, Jnana Bharathi Campus, P.O. Malathalli, Bengaluru-560 056.

## **COURSE HIGHLIGHTS**

- Focus on hands-on experience and relies on several free/open-source software tools viz., google analytics, tableau public, python, R etc. All required software can be downloaded and installed free of charge.
- Real-time case study and data set
- Global benchmarked education material and industry relevant examples
- Higher Cost: Benefit
- Certificate of Participation from IIPM, Bangalore

## **PROGRAMME FEE AND REGISTRATION PROCESS**

Rs: 6000 per participant (Including 18 % GST)\*

\* The fee includes a soft copy of the Workshop Material, Certificate, Twin Sharing Room in IIPM Hostel, Working Lunch and Refreshment.

Application form can be downloaded from Institute's website @ [www.iipmb.edu.in](http://www.iipmb.edu.in) and send the programme fee by Demand Draft in favour of "Indian Institute of Plantation Management" payable at "Bengaluru" [OR]

Through e-transfer NEFT: Bank Name: United Bank of India Branch: IIPM Campus Branch, Bengaluru. A/C No.: 1586050000611 IFSC Code: UTBI0IPC856 (Fifth character "0" read as Zero) Swift Code: UTBIINBBECB MICR No.: 560027009.

### **LAST DATE**

Filled in application forms should reach the Institute on or before June, 11th (Monday), 2019.

### **IMPORTANT INSTRUCTIONS:**

- a) Participants should bring their personal laptop and laptop accessories
- b) Seat limited to 20 participants on first cum first basis.
- c) If a participant fails to attend the programme, no refund of fees will be made.

### **FOR ANY FURTHER CLARIFICATION OR INFORMATION PLEASE CONTACT**

Ms. Rahamathunissa, MDP Office, and Phone: 080 23212647,

Email: [mdp.iipmb@gmail.com](mailto:mdp.iipmb@gmail.com).

Dr. C. Ganeshkumar, Program Faculty, Mobile: 09986485061, Email:

[cgk.iipmb@gmail.com](mailto:cgk.iipmb@gmail.com).

## **PROGRAMME COORDINATOR AND RESOURCE PERSON**



Dr C. Ganeshkumar is an Assistant Professor in the area of decision sciences and operations management at Indian Institute of Plantation Management Bangalore (IIPMB). He has received his PhD and MBA from Pondicherry Central University, Qualified UGC-NET in Management, He has 2 years of post-

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doctoral research experience in the funded projects from IFPRI-USA/ADB at Indian Institute of Management Bangalore (IIMB). Served as faculty at VIT University, Vellore. He has published 30 journal articles peer-reviewed, listed in ABDC/ABS and indexed in Scopus/Web of Science in the area of operations, supply chain and analytics, Presented 15 research papers in various conference and organized various data analytics workshops. His areas of research include Agri-food supply chain, artificial intelligence and big data analytics application in plantation sector.

## **ABOUT INSTITUTE**

Indian Institute of Plantation Management (IIPM), centre of excellence and the first of its kind National Institute, was established at the initiative of the Ministry of Commerce & Industry, Government of India. The Institute is co-promoted by the Commodity Boards of India, viz., Coffee Board, Rubber Board, Tea Board, Spices Board and Plantation Industry Associations. IIPM has been conceived as a world-renowned academic institution focusing in the field of the plantation and associated agribusiness and commodity management education. IIPM has an educational membership with The Association to Advance Collegiate Schools of business (AACSB-USA) & European Foundation for Management Development (EFMD- Brussels) and obtained permanent accreditation from Higher Learning Accreditation Commission of Texas (HLACT-USA).

Website: <http://www.iipmb.edu.in/>

# Indian Institute of Plantation Management Bangalore

(An Autonomous Organization of the Ministry of Commerce, Govt. of India)

## Registration Form for

### Management Development Programme(MDP)

#### “Digital and Social Media Analytics for Food and Agriculture Sector”

**Program Date:** 21-22 June, 2019

**Venue:** IIPM, Bengaluru

1. Name: \_\_\_\_\_

2. Qualification: \_\_\_\_\_

3. Organization Name & Designation (if any): \_\_\_\_\_

4. Address for Communication: \_\_\_\_\_

\_\_\_\_\_

E-Mail: \_\_\_\_\_ Mobile \_\_\_\_\_

4. Do you need accommodation (Yes or No): \_\_\_\_\_

5. Work experience: \_\_\_\_\_

6. Payment Detail: \_\_\_\_\_

7. How this program will help you/your organization: \_\_\_\_\_

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**Candidate's Signature**

Filled in Applications scan copy may be sent to: [mdp.iipmb@gmail.com](mailto:mdp.iipmb@gmail.com)/[cgk.iipmb@gmail.com](mailto:cgk.iipmb@gmail.com)

**MDP Office:**

Indian Institute of Plantation

Management Jnana Bharathi Campus, P.O. Malathalli,

Bengaluru 560 056, Ph: 080 23212647