



Dr. S Nagarajan

Dr. S Nagarajan, Director Research, CGN World. An Academician, Professor, Research & Development Professional with 20+years of dynamic experience in the field of Big Data and Analytics. He has chaired Technical Sessions in National and International Conferences. He has been a Member of Board of Studies for UG & PG Computer Science Courses at Bangalore University. He has Guided 15 M.Phil. students. He has received many awards like Educational Excellence Award by Global Society for Health & Education, Best Teacher award 2011 by The Oxford College of Science.

Program Details

Time	Sessions	Speakers
09:30am-10:00am	Opening remarks	Dr. T V Raju, Director-Planning RV Institutions
	Presidential Address	Sri Krishna Kumar, Retd. IAS, President, MES Institutions
10:00am-11:30am	Big data & Applications	Dr. N. K. Srinath, Dean, Academician, RVCE, Bangalore.
11:45am-01:15pm	Machine Learning in E-Commerce	Dr. Saroj Kumar Meher, Associate Professor, Indian Statistical Institute
02:00pm-03:30pm	Career prospects in Big Data Analytics	Dr. S Nagarajan, Director Research, CGN World, Bangalore.
03:30pm-04:00pm	Valedictory and Closing Remarks	Dr Dilip Mavinakurve, Former Managing Director SBM, Treasurer MES Institutions

Registration Time: 8:30 am to 9:30 am

Registration fee: Rs. 300/- per participant

OOD facility available

Organising committee

Chief Advisors

Dr. Shakuntala Katre, Secretary Academics, M.E.S Institutions Dr. TV Raju, Director-Planning, R.V. Institutions

Program Coordinators

Dr. Sharada S, Principal, MESIOM Smt. Harini M S, Vice Principal

Members

Smt. Anuradha K, Asst. Professor Sri. Vijay Kumar, Asst. Professor Smt. Divyashree D V, Asst. Professor Kum. Poornima, Asst. Professor

Members Contact numbers

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MYSORE EDUCATION SOCIETY (R)

STATE LEVEL SEMINAR ON BIG DATA & ANALYTICS IN COMMERCE & MANAGEMENT



AN IQAC INITIATIVE 9th MAY 2019, Thursday



M.E.S. INSTITUTE OF MANAGEMENT

"Vidyavihar", 25/1,17th Main, II Block, Rajajinagar, Bangalore-560010 Ph: 080-23128321 / 23128338 Email ID: mesinstitute@gmail.com

ARISE, AWAKE, STOP NOT TILL THE GOAL IS REACHED



## About us

MESIOM, founded in 2006, is run by the Mysore Education Society Group of Institutions, formed by eminent educationists whose vision was to impart value-based education. The institution strives to fulfil its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

The Mysore Education Society is a registered body that has philanthropic, patriotic and farsighted citizens of Bangalore as its Committee Members. It was the dream of our managing founder, late Prof. M.P.L. Sastry, to impart value based education and also imbibe in the students our rich Indian culture.

The former President of MES Group of Institutions, Late Sri. K.P.Surendranath, initiated the beginnings of a Management Institution, which became a reality in 2006.

## Vision

To strive towards achieving and maintaining the pinnacle of excellence in education and empowering students grounded in Indian Heritage to live as exemplary human beings geared for competencies at all levels.

## About the Seminar

This Seminar endeavours to delve on the finer aspects of requirements for teaching fraternity to impart some high levels skills on Analytics to students of Commerce and Management.

Big Data is everywhere and there is almost an urgent need to collect and preserve whatever data is being generated, for the fear of missing out on something important. There is a huge amount of data floating around. What we do with it is all that matters right now. This is why Big Data Analytics is in the frontiers of IT. Big Data Analytics has become crucial as it aids in improving business, decision making and provides the biggest edge over the competitors. This applies for organizations as well as professionals in the analytics domain.

## Objectives

1. To create awareness amongst the faculty of Commerce and Management about Big Data and its immense potential to create useful careers for the students in Commerce and Management.
2. To understand the various areas of businesses where big data makes an impact in the domains of Commerce and Management.
3. To understand and enumerate the core skills that undergraduate Commerce students should possess to leverage mass volume of heterogeneous data to become employable.

## Resource Persons



Dr. T V Raju

Dr. T V Raju, Director-Planning, R V Institutions, Bangalore. An Academician with 40 years of teaching experience, recognised Research Guide and has chaired Technical Sessions in National, International Conferences. He has been appointed by the Government of Karnataka as a special representative of the Government to the State Higher Education Council. He has been honoured by many Civic and cultural Bodies and has been bestowed with titles like Shikshana Ratna, Gurukula Thilaka, Kempegowda Award, Drona Prashasthi, 100 most influential Directors of India etc.



Dr. N K Srinath

Dr. N.K Srinath, Professor and Dean, RVCE, has a rich teaching experience of 31 years. His area of interest is Systems Engineering and Operations Research. He has guided 25 UG and 35 PG students in their Research Projects. He has published 41 papers in International Journals, 18 in International Conferences and 3 in National Conferences. He has been nominated in various Academic Bodies. He has been bestowed the "Best Faculty Award" by Cognizant Technologies and Intel Developer Zone, Leadership in Academia Award.



Dr. Saroj  
Kumar Meher

Dr. Saroj Kumar Meher, Associate Professor, Systems Science and Informatics Unit, ISI, has rich teaching experience. He was working as a Post-doctoral Fellow and visiting Professor at ISI, Kolkata. His skills and expertise includes Pattern Recognition, Image Processing, Machine Learning and many more. He received the Sir. J. C. Bose Memorial Award of IETE, India, and Orissa Young Scientist award for research in the field of Electronic Sciences & Technology, and Three Gold Medals from Institute of Engineers, Orissa. He is an elected Senior Member IEEE. He has published 50 research papers in well-known and prestigious archival journals, International refereed conferences and in the edited monograph volumes.



  
**MES INSTITUTE OF MANAGEMENT**  
VidyaVihar, 25/1,17<sup>th</sup>Main, II Block, Rajajinagar, Bangalore-560 010

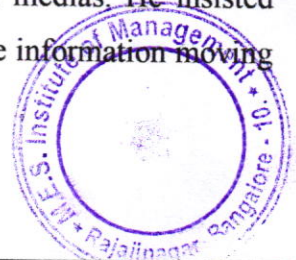
**DEPARTMENT OF COMMERCE AND MANAGEMENT**  
**STATE LEVEL SEMINAR ON**  
**BIG DATA ANALYTICS IN COMMERCE AND MANAGEMENT**  
**9<sup>th</sup> May 2019**

MESIOM conducted a State Level Seminar on Big Data & Analytics in Commerce and Management on 9<sup>th</sup> May, 2019. The Chief Guest of the Inauguration was Dr.T.V. Raju, Director, - Planning, RV Institutions and the President of the occasion was Sri. Krishna Kumar, Retd. IAS, President, MES Institutions.

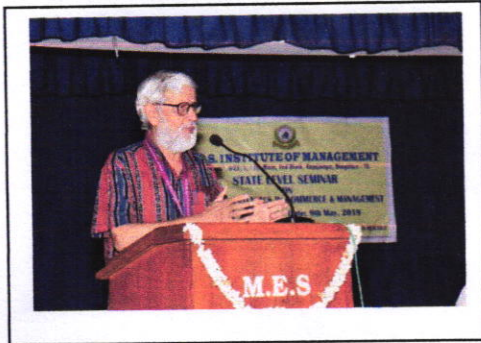
In the Inaugural address on Big Data Analytics Dr TV Raju, quoted “education is not preparation for life, it is life itself”, “Investment in education is the best investment”. He opined that from 1970 till date there has been a 75 times growth in academic institutions - 900 universities, 45,000 colleges, and 35 million students are there at present. Although there is tremendous progress in quantity, the quality of students has not been elevated. He added that Knowledge is power only when it is applied and capacity building in youth is more important issue.

BDA is a complex process, examining large data, uncovering lot of things, hidden patterns, and correlations, market trends mean to analyze data sets and draw conclusions generating revenue, better competition, customer service, marketing etc. He also talked about volume of data velocity and veracity of data resulting in cost reduction, better decision making and growth, sustainability in the current competitive world.

Sri. Krishna Kumar, Retd. IAS and President of MES institutions, opined, that focus should be given on analytics. The additional data over and learnings in classrooms, library, journals, net, and some data involuntarily generated should be analyzed and consumed. Increase in volume and varieties of data should avoid fake data, he said, quoting the example of 2016 US Presidential elections being false data information produced by social medias. He insisted more on veracity-truthfulness of data and not to be bombarded with false information moving from mercantile capitalism to internet capitalism.



The participants (students & faculties) from other colleges as well as the faculty members of our college were able to understand significance of Big Data Analytics in future growth prospects of business sector.



*Shanada S*  
Principal  
MES Institute of Management  
Raiajinagar, Bangalore-560 010





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## CERTIFICATE

We record with pleasure that Prof/Dr./Asst. Prof/Mr./Ms..... K. M. Raghavendran ..... of  
..... MES Degree College ..... has participated in the one day  
"State Level Seminar on BIG DATA & ANALYTICS IN COMMERCE & MANAGEMENT"  
organised by Internal Quality Assurance Cell (IQAC),

*Harini. M.S*  
**Prof. Harini. M. S**  
IQAC Co-ordinator

M.E.S. Institute of Management on 9th May 2019.

*Sharada. S*  
**Dr. Sharada. S**  
Principal