



Program Code	OMDP19A04																	
Title Of the Program	Banking Analytics																	
Date of the Program	26-27 July 2019																	
The Lead Faculty	Dr. P. Mary Jeyanthi																	
Objective	Focus of the programme will be on prototyping to implementing the Analytics in Banking decisions designs for high business performance to promote the digitalized. The course is specifically designed for professionals working in Business Intelligence / Business Analytics space and who wish to get finer exposure to Retail Banking domain and how analytics is applied in banking. It gives the insights of various banking channels and models.																	
Description/Content	<ol style="list-style-type: none"> 1. Customer Value management 2. Customer Life cycle management 3. Digital marketing & Banking Channels 4. Deriving the customer behavior 																	
Target Group	Indian Financial Institutions like Corporate Banks, Co-operative banks, Insurance firms, Retail banking sectors and B-School Faculties.																	
Takeaways	<ol style="list-style-type: none"> 1. Understand the Banking technology in the social media era 2. Customer value management is the Key strategy to retain the customer in banking sectors. 3. Digital marketing and its implications. 4. How to adopt the emerging technologies in the banking sectors 5. Analyze the sustainability in the banking sectors. 																	
Pedagogy (tools and techniques etc.)	<ul style="list-style-type: none"> • Case base curriculum discussion • Excel based approach 																	
Program Fees	<ul style="list-style-type: none"> • Rs. 12000/ +18% GST for Non-Residential Option • Rs. 15500/ + 18% GST for Residential (Twin sharing) option • Rs. 18500/ + 18% GST for Residential (Single occupancy) option 																	
Last date for depositing fees	Monday, July 15 th , 2019																	
Mode of Payments	<table border="1"> <tr> <td colspan="2">Bank Details:</td> </tr> <tr> <td>BENEFICIARY BANK</td> <td>YES BANK LTD</td> </tr> <tr> <td>BENEFICIARY NAME:</td> <td>INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR</td> </tr> <tr> <td>ACCOUNT TYPE:</td> <td>SAVINGS BANK ACCOUNT</td> </tr> <tr> <td>ACCOUNT NO:</td> <td>002894600000221</td> </tr> <tr> <td>IFS CODE:</td> <td>YESB0000028</td> </tr> <tr> <td>BRANCH</td> <td>VIP ROAD, CIVIL LINES, NAGPUR - 440001 INDIA</td> </tr> <tr> <td>SWIFT CODE</td> <td>YESBINBB</td> </tr> </table>		Bank Details:		BENEFICIARY BANK	YES BANK LTD	BENEFICIARY NAME:	INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR	ACCOUNT TYPE:	SAVINGS BANK ACCOUNT	ACCOUNT NO:	002894600000221	IFS CODE:	YESB0000028	BRANCH	VIP ROAD, CIVIL LINES, NAGPUR - 440001 INDIA	SWIFT CODE	YESBINBB
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Inclusions	<ul style="list-style-type: none">• For Non-Residential : Academic Fees + Program Kit + Breakfast + Lunch• For Residential (Twin Sharing): Academic Fees + Program Kit + Accommodation (twin sharing) + All Meals + To and Fro transport from a pick up point in Nagpur• For Residential (Single Occupancy): Academic Fees + Program Kit + Accommodation (single occupancy) + All Meals + To and Fro transport from a pick up point in Nagpur
Contact Details	<ul style="list-style-type: none">• Shubhangi Juneja (MDP Coordinator)• Connect on +91-7447777558• Write us - mdp@imtnag.ac.in

Early Birds @ 10%: If booked 20 days in advance from the start date of the particular program

Group booking @ 10%: If booking is done for 3 and more persons from the same company