School of Social Science and Humanities Department Of Commerce

Guest Lecture on the

"Business Intelligence for Decision Making,"

Delivered by

Dr. Vijayan Sugumaran

(Professor of Management Information Systems, Oakland University, USA)

Date : **29.07.2024**

Venue: **Seminar Hall, Cresscent School of Business**

Conveners

Dr. Ayub Khan Dawood
Dean of SSSH

Dr. K.Soundarapandiyan
HOD/Commerce

Coordinators

Dr. Hassan Shareef K
Dr. Mohideen Abdulkadir S.I.
Dr. Kogila N

B.S. Abdur Rahman ™

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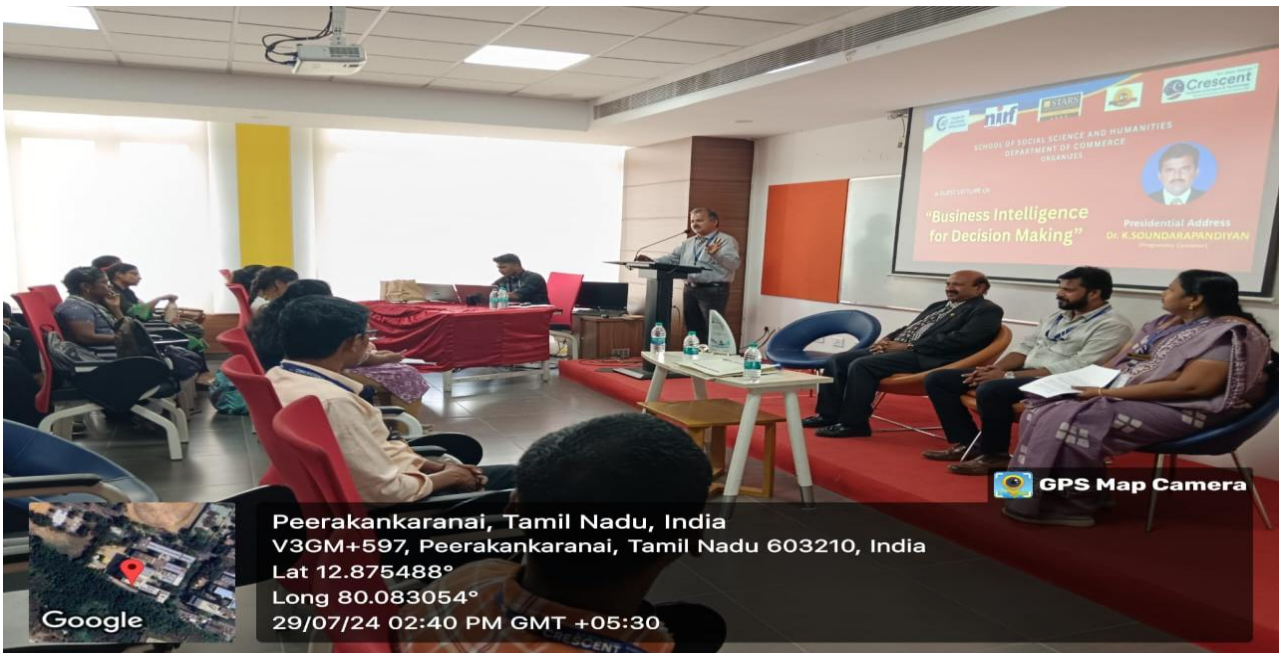## Guest Lecture on Business Intelligence for Decision Making

On 29.07.2024, we had the privilege of hosting a guest lecture on the topic "Business Intelligence for Decision Making," delivered by Dr. Vijayan Sugumaran, a distinguished Professor of Management Information Systems from Oakland University, USA. The lecture was attended by 70 scholars, students, and faculty members, marking a successful event filled with insightful discussions and learning.
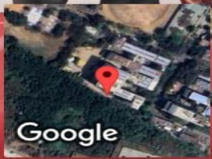

The program commenced with a warm welcome address by Dr. Hassan Shareef, who set the tone for the event by highlighting the importance of business intelligence in today's data-driven world. Following this, the Dean of Social Science and Humanities delivered the presidential address, emphasizing the university's commitment to providing students with opportunities to engage with experts in various fields.

The keynote address was delivered by the Head of the Department of Commerce Dr.K.Soundarapandiyan, who introduced Dr. Vijayan Sugumaran and outlined the significance of business intelligence in shaping modern business strategies. The keynote address also highlighted the department's initiatives to integrate cutting-edge topics into the curriculum to better prepare students for the challenges of the business world.

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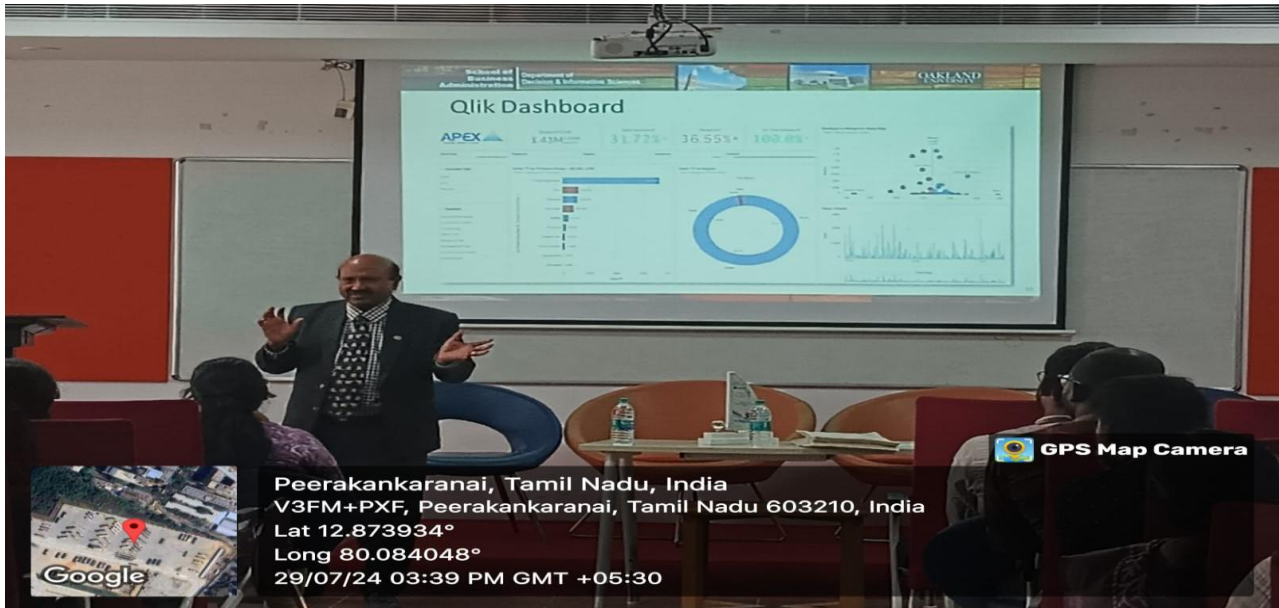29/07/24 02:38 PM GMT +05:30

Dr. Vijayan Sugumaran's lecture provided a comprehensive overview of business intelligence and its critical role in decision-making processes. He began by explaining the foundational concepts of data science and business analytics, highlighting how these fields are transforming industries by enabling data-driven decision-making. He then detailed the analytics project life cycle, from data collection and model building to deployment and managerial decision support.

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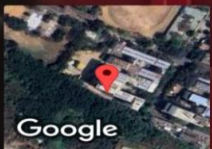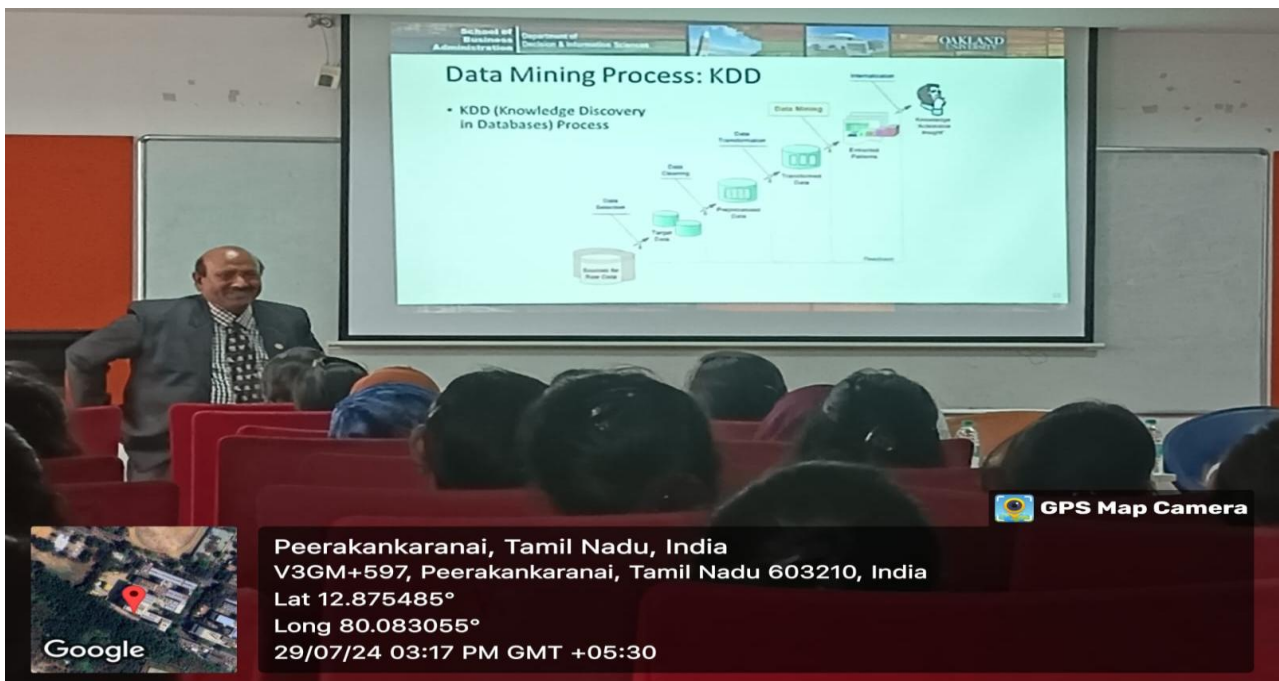Lat 12.87549°
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A significant portion of the lecture was devoted to discussing the different types of models used in business analytics: descriptive, predictive, and prescriptive models. Dr. Vijayan Sugumaran explained how each model serves a unique purpose in analyzing data and supporting business

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decisions. He also provided insights into model deployment, emphasizing the importance of integrating analytics into everyday business operations to enhance decision-making capabilities.
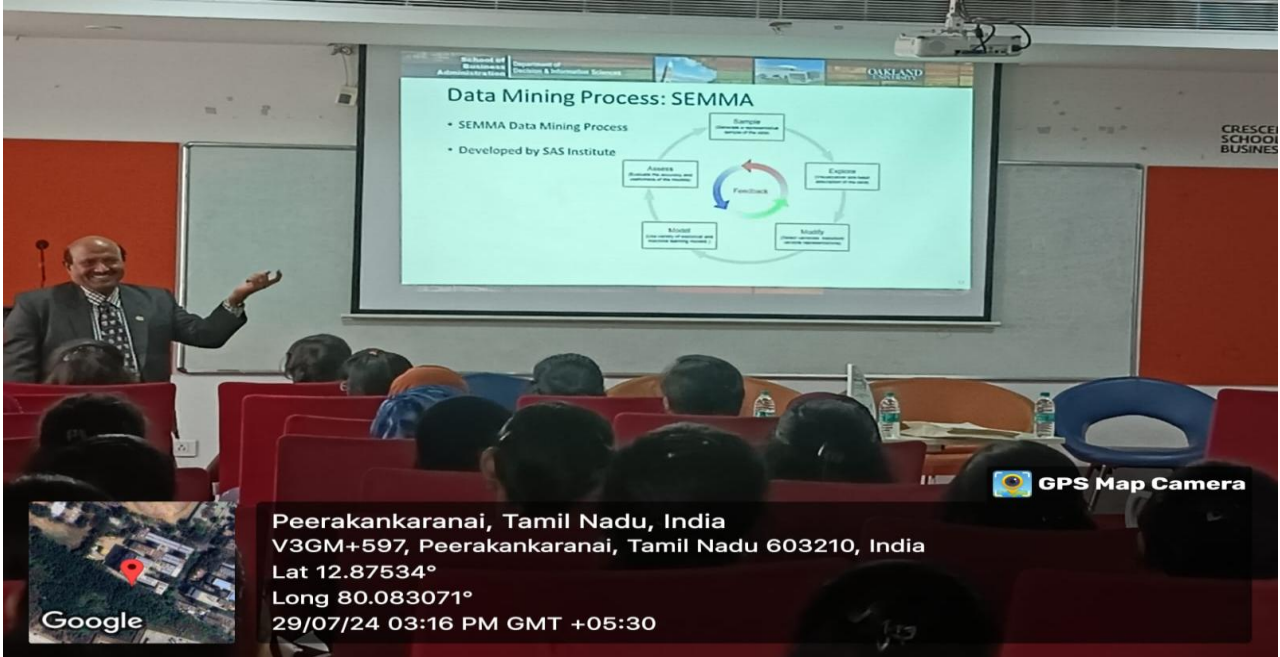

The lecture included a segment on data visualization, where Dr. Vijayan Sugumaran demonstrated how effective visualization techniques can simplify complex data and facilitate better understanding and communication of insights. This was followed by a short demo, where he showcased practical applications of business analytics tools, providing participants with a glimpse into real-world scenarios.
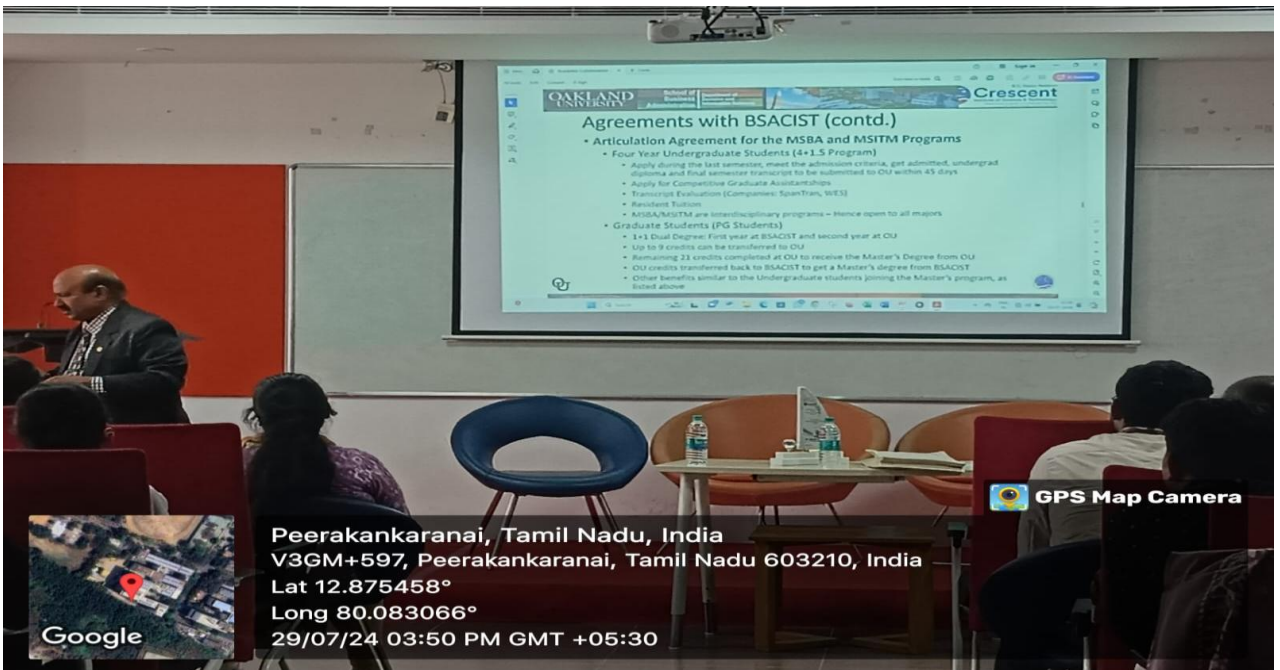
In addition to the core topics, Dr. Vijayan Sugumaran introduced the OU Graduate Certificate in Business Analytics, an advanced program designed to equip students with the skills needed to excel in the field of analytics. He encouraged participants to consider further studies in this area to enhance their career prospects.

The lecture concluded with an engaging Q&A session, where students and faculty members had the opportunity to ask questions and clarify their doubts. Dr. Vijayan Sugumaran addressed each query with expertise and enthusiasm, providing detailed explanations and examples.

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The program concluded with a vote of thanks by Dr. Kogila N, the program coordinator, who expressed gratitude to Dr. Vijayan Sugumaran for his enlightening presentation and thanked all participants for their active engagement. The Head of the Department of Commerce honored Dr. Sugumaran with a token of appreciation, recognizing his valuable contribution to the academic community.

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Students Testimonials

Mohamed Danish (M.Com 2nd year):

Intelligence for Decision Making by Dr. Vijayan Sugumaran. The interactive Q&A session at the end of the lecture allowed attendees to clarify their doubts and gain deeper insights into specific areas of interest, Dr. Vijayan Sugumaran's responses were thoughtful and provided further clarity on the topics discussed. Overall, the guest lecture was a remarkable learning experience that enriched my understanding of business intelligence and its critical role in decision-making.

Mohamed Nafees (B.Com 3rd Year):

I am grateful to the organizers for bringing such a distinguished speaker to our institution and look forward to more such enriching sessions in the future. I recently had the privilege Of attending a highly insightful guest lecture on "Business Intelligence for Decision Making" delivered by Dr. Vijayan Sugumaran, Professor of Management Information Systems at Oakland University, USA.

Madhumitha (BBA (FS) 3rd Year):

The event, organized by the Department of Commerce at Crescent School of Business, was both engaging and informative. Dr. Vijayan Sugumaran expertise in business intelligence and decision-making processes was evident throughout the lecture; He provided a comprehensive overview of how business intelligence tools and techniques can be leveraged to make informed and strategic decisions in today's data-driven world. His ability to simplify complex concepts and relate them to real-world applications made the session particularly valuable for students and professionals alike.

Name list of the student's participants: The list has been enclosed.

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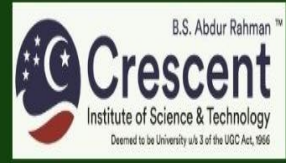
Professor and Dean   Associate Professor

School of Social Sciences and Humanities   Head Department of Commerce

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