

Programme on Applied Business Analytics

(January 19 – 21, 2026)



Administrative Staff College of India
(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

PROGRAMME OVERVIEW

In today's fast-paced business environment, data-driven decision-making is essential for managers across industries. Business Analytics is pivotal in identifying trends, optimising processes, and driving profitability. Organisations that effectively leverage analytics gain a competitive advantage in finance, operations, marketing, risk management, and strategy.

This three-day specialised programme equips managers, government officers, and banking professionals with a comprehensive understanding of Business Analytics, its applications, and practical tools for data-driven decision-making.

Through case studies, hands-on exercises, and expert-led discussions, participants will learn to enhance operational efficiency, improve forecasting, optimise resource allocation, and mitigate risks. The sessions focus on real-world business applications, ensuring immediate applicability to professional domains.

OBJECTIVES

- Develop Data-Driven Decision-Making Skills - Analyze and interpret business data for strategic insights.
- Enhance Business Efficiency - Use analytics to optimise processes, improve productivity, and reduce operational costs.
- Improve Risk Management - Leverage data analytics to identify and mitigate financial and operational risks.
- Boost Performance Measurement & Forecasting - Utilize predictive analytics for planning and business growth.
- Apply Business Intelligence Tools - Gain hands-on experience with industry-leading analytics tools and software.

CONTENT

Day 1: Fundamentals of Business Analytics

- Understanding data-driven decision-making and its business impact.
- Business Intelligence & Data Visualization: Tools and techniques for data representation.
- Hands-on training in dashboards and visualisation tools like Tableau.

Day 2: Data-Driven Decision-Making in Action

- Introduction to AI and ML techniques with applications in banking, healthcare, and other domains.
- Overview of Big Data technologies and tools with industry-specific applications.
- Introduction to Generative AI and its role in various industries.

Day 3: Strategy & Leadership in the Data Era

- Data Governance & Compliance - Managing data security, privacy laws, and ethical AI practices.
- Big Data & AI for Business Strategy - Understanding data's role in shaping modern business models.
- Data Monetization & Competitive Advantage - Leveraging data as a business asset.
- Capstone Discussion - Industry insights and AI-powered innovations.

METHODOLOGY

The programme follows an interactive pedagogy incorporating classroom sessions, case studies, hands-on exercises, and experiential learning. Participants will engage in discussions and industry-relevant problem-solving to reinforce learning outcomes.

FACULTY PROFILE

With over nine years of experience spanning research, teaching, and industry, Dr Verma has taught at several prestigious business schools and facilitated numerous certification courses in Business Analytics for professionals. She has extensive experience delivering courses, workshops, and webinars for MBA students and executives.

Dr Priya Verma, Assistant Professor of Data Analytics at the Centre for Management Studies, Administrative Staff College of India (ASCI), Hyderabad, leads the programme. She holds a Ph.D. in Data Science and Applied Machine Learning from IIT Hyderabad and completed her Post-Doctoral Fellowship at the same institution. Additionally, she holds a dual degree (B. Tech and M. Tech) in computer science engineering. She has pursued executive education in applied business analytics at the Indian School of Business (ISB).

PARTICIPANT PROFILE

This programme is ideal for strategic decision-making, technology adoption, AI policy implementation, and digital transformation professionals. It is particularly beneficial for those seeking to integrate AI into governance, financial services, banking, healthcare, and the entertainment industry to enhance efficiency, mitigate risks, and drive innovation.

Organisational sponsorship is essential.

VENUE

The programme is fully residential and the participants will be accommodated in air-conditioned single-occupancy rooms. The college does not provide accommodation for the family. The college campus is Wi-Fi-enabled comprehensively.

DURATION

The programme duration is 3 days, starting from **January 19 - 21, 2026**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: **Rs. 43,700/-** (US \$ 683 for foreigners) plus GST as applicable (presently 18%) per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: **Rs. 37,700/-** plus GST as applicable (presently 18%) per participant. The fee covers tuition, courseware (in electronic form), working lunch, and other facilities of the College, including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before **January 16, 2026**.

Note: Kindly forward us the details of the Bank/ Wire transfer of the programme fee through email to: poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian Participants:

Bank Account Number : 62090698675
Beneficiary Name : Administrative Staff College of India
IFSC Code : SBIN0020063
Bank Name : State Bank of India
Branch Address : Bellavista Branch, Raj Bhavan Road,
Somajiguda, Hyderabad - 500 082.

For Foreign Participants:

Bank Account Number : 62090698675
Beneficiary Name : Administrative Staff College of India
Swift Code : SBININBB327
Bank Name : State Bank of India
Branch Address : Bellavista Branch, Raj Bhavan Road,
Somajiguda, Hyderabad - 500 082.
Country : India

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominees' medical coverage in the event of hospitalization.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. The last date for receiving nominations is **January 12, 2026**. Kindly contact the Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

January 15, 2026. Any withdrawals after this date will entail forfeiture of the fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on the conclusion of the programme.

Programme Director

Dr Priya Verma

Email: priyaverma@asci.org.in

Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID-19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.



ABOUT ASCI

ASCI is the first Management Development Institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,76,500. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2025-26.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

Telefax (Programmes Office) : 0091-40-23324365

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

College Park Campus

ASCI, Road No.3, Banjara Hills,
Hyderabad-500 034, Telangana, India
+91-40-66720700/01/02/05
+91-40-66720725

Delhi Campus

ASCI, C-24, Institutional Area, South of IIT
Behind Qutub Hotel, New Delhi-110016.
+91-11-26962204, 26961750, 26961850
+91-11-26866097



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

Nomination Form
Programme on
Applied Business Analytics
(January 19 – 21, 2026)

Nominee's Contact Information

Name (Mr/Ms)	:	_____	Date of Birth:	_____
Designation	:	_____	Qualification:	_____
Organisation	:	_____		
Address	:	_____		
Phone(s)	:	Office: _____	Mobile: _____	Home: _____
e-mail	:	_____	Fax:	_____

Sponsors Details

Name of the Sponsoring Authority:	:	_____	Designation:	_____
Organisation	:	_____		
GSTIN Number:	:	_____		
Address	:	_____		
	:	_____	Pincode:	_____
Phone(s)	:	Office: _____	Mobile: _____	
e-mail	:	_____	Fax:	_____

Fee particulars

Amount Payable	:	_____	Mode of Payment (DD/Ch/NEFT):	_____
Name of the Bank	:	_____	Date of Instrument/Transfer:	_____
Instrument Number:	:	_____	UTR Number for NEFT	_____

Medical Insurance:

Name of the Insurance Agency	Policy Number	Validity upto
_____	_____	_____
Note: Coverage should be available in Hyderabad, India.		

Signature and Official Seal of the Sponsoring Authority:

NOTE: Forward nomination form to: **Mr. G. Sreenivasa Reddy, Programmes Officer,** Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone: 0091-40-66534247, 66533000, Mobile: 9246203535, Fax: 0091-40-66534356, e-mail: poffice@asci.org.in