Event Report: One-Day Faculty Development Programme

School of Management Studies, Karpagam College of Engineering, Coimbatore
Date: 30th August 2025

1. Introduction

The School of Management Studies, Karpagam College of Engineering (KCE), Coimbatore, successfully organized a **One-Day Faculty Development Programme (FDP)** on **"Data-Driven Decision Making: Leveraging Business Analytics & AI in Management"** on **30th August 2025** at the institution's academic seminar hall. The initiative aimed to enhance the competency of faculty members, research scholars, and management educators in emerging domains of Business Analytics and Artificial Intelligence, emphasizing their growing relevance in academia, research, and corporate decision-making.

The FDP was conducted as part of the School of Management's continuous academic development initiatives and aligned with institutional goals to strengthen faculty expertise in contemporary and technology-enabled teaching methodologies.

2. Objective of the FDP

The primary objectives of the programme were to:

- Strengthen conceptual understanding of data-driven decision-making frameworks.
- Provide hands-on perspectives on Business Analytics tools and AI-driven managerial applications.

- Bridge the knowledge gap between academic curriculum and real-time industry data practices.
- Equip participants with practical insights for integrating AI and analytics into teaching, curriculum development, and research.

3. Resource Person

The session was delivered by **Mr. Rtn. P. K. Dhanesh**, Founder & Director of **I-I-Bacus Tech Solutions Pvt. Ltd.**, and a renowned Digital Transformation Expert. The resource person brought extensive industry expertise and real-world exposure to emerging technologies, data science applications, and AI-enabled management solutions.

4. Programme Proceedings

The event commenced with a formal welcome address by the FDP Coordinator **Ms. Gayathri N**, followed by opening remarks from **Dr. C. Meera**, Director, School of Management Studies, highlighting the importance of analytics-driven managerial skills for future business leaders.

The technical session by the speaker covered the following major areas:

- **Fundamentals of Data-Driven Management**
- **Importance of Data Culture in Organizations**
- **Exploring AI Tools for Strategic Decision-Making**
- **Predictive Analytics, Forecasting Models, and Visualization Dashboards**
- **Use Cases across Human Resource Analytics, Marketing Analytics, and Financial Forecasting**

He further demonstrated live examples and case studies from contemporary business environments to illustrate how analytics improves productivity, competitiveness, and decision efficiency. Participants were encouraged to engage in discussions and reflect on how these technologies can enhance classroom teaching and institutional academic outcomes.

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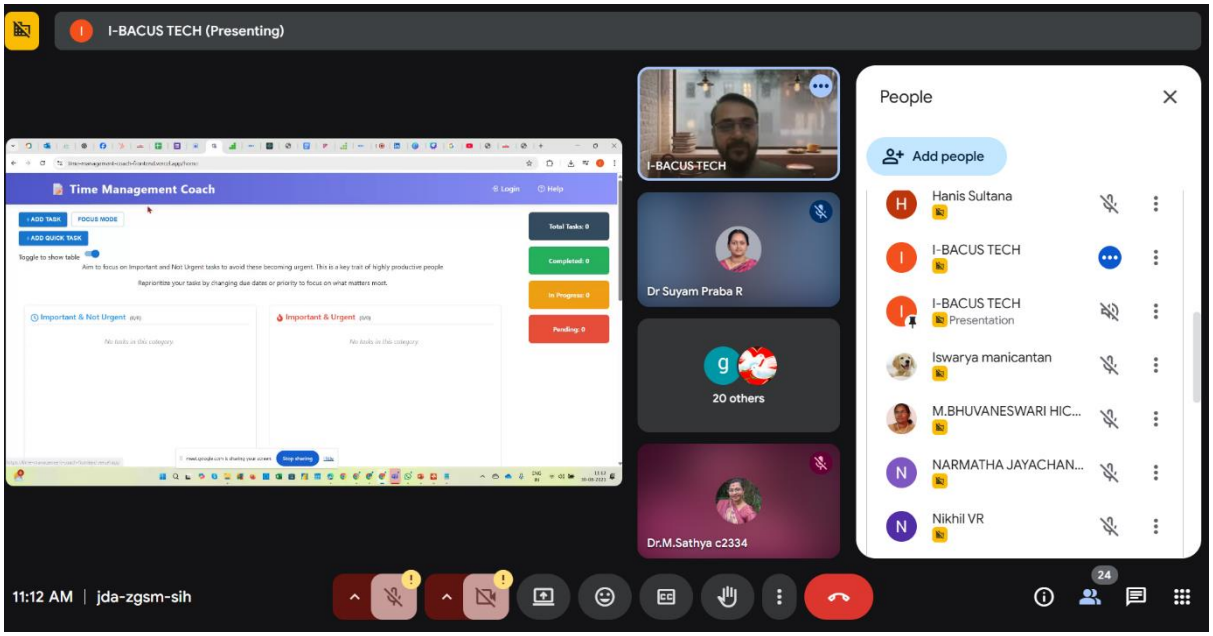
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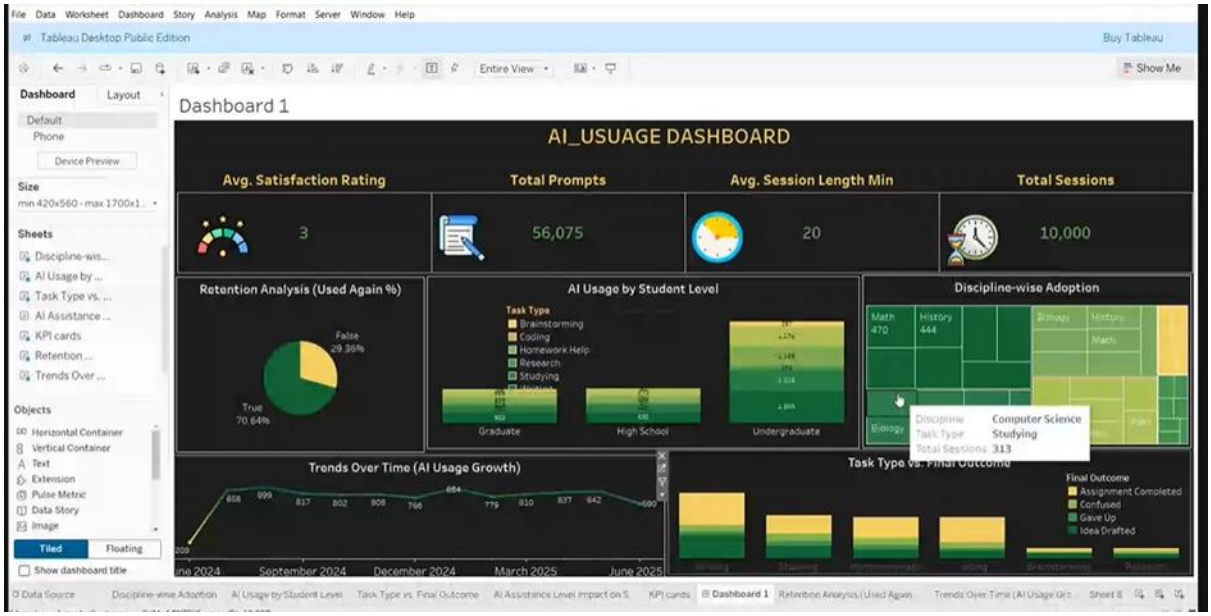

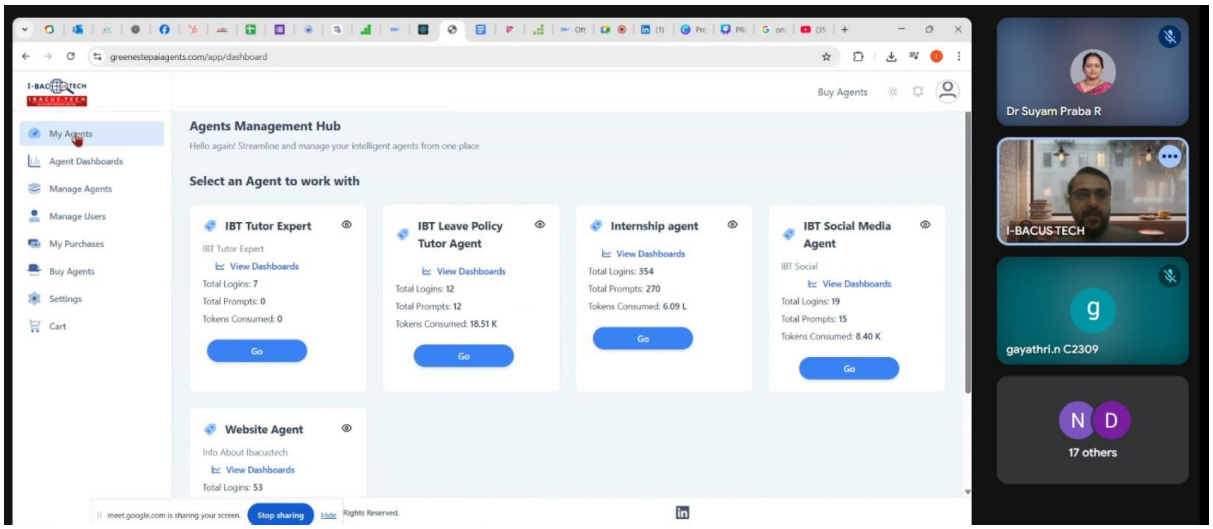

5. Key Learning Outcomes

Participants gained meaningful insights on:

- Building a data-driven mindset for informed managerial decisions
- Using AI and analytics tools for decision-support systems
- Applying predictive analytics models in business problem solving
- Understanding visualization dashboards for performance reporting
- Incorporating analytics concepts into curriculum design and research

The session strengthened participants' ability to apply theory to practice and motivated them to integrate analytics tools into their teaching strategies.

6. Feedback and Participation

The FDP witnessed active participation from **faculty members, industry professionals, and research scholars** from various institutions. Participant feedback indicated high satisfaction with the relevance, clarity, and applicability of the content delivered. Many attendees appreciated the interactive format and expressed interest in future training workshops with hands-on tool exposure.

7. Conclusion

The FDP concluded with a vote of thanks, acknowledging the collective efforts that contributed to its success. The programme marked an important step in advancing faculty knowledge in emerging technological domains and reaffirmed the institution's commitment to academic excellence, skill development, and industry-oriented learning.