

## **ANNUAL REPORT 2022-2023**

**Centre For Analytics & Data Excellence**

**Chitkara Business School**

**Chitkara University**

**Punjab**

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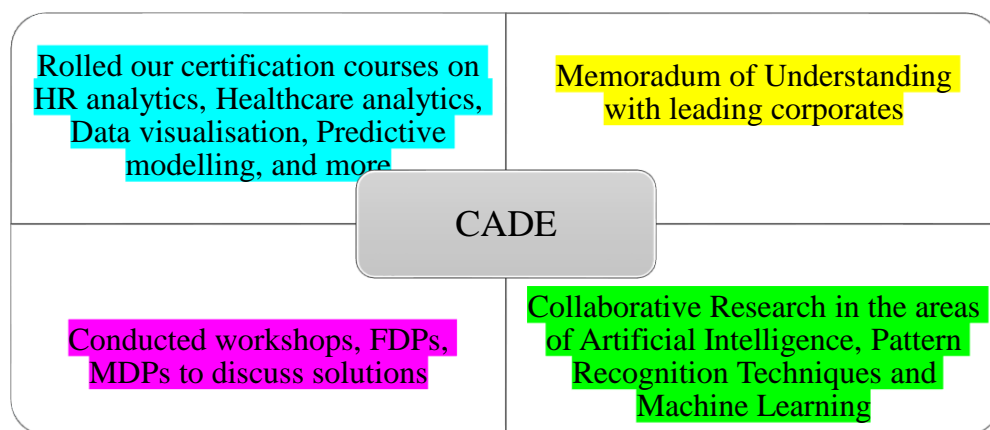
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## Centre for Analytics & Data Excellence

Centre for Analytics & Data Excellence (CADE) at Chitkara University is a centre of excellence in Business Analytics and Data Science. CADE is a Centre of Excellence (COE) with a vision of being a thought leadership, expertise and knowledge centre for Analytics and Big Data. Chitkara University is one of the first institution in the region to venture into a full time MBA and BBA program in Business Analytics and a B.Tech. program into Data Sciences. Housed at Chitkara University (Punjab campus), CADE is a dedicated research and training hub to support interdisciplinary empirical research using data on Indian and other emerging markets.

With data being considered as the new ‘oil’, organisations rely heavily on building capabilities to generate, process and manage data by integrating disparate systems and applications. Our established academia-industry collaboration with market leaders like SAS, Ernst & Young, Imarticus Learning, 3AI to mention a few; fuels CADE with proven industry expertise and capabilities to help organisations transform analytically, by helping them calibrate their analytics and data (A&D) strategy through assessing analytical maturity, mapping requirements, aligning change management and creating the roadmap.

Graduates from our programs are serving organizations among the Big 4 Audit Firms, Global Intelligence & Analytics Consulting, Global Business Research and Analytics Services, Global Market Research Firms, and more.



## RANKINGS & RECOGNITIONS

### Recognition 1: Ranked 11th by Analytics India Magazine

MBA (Business Analytics) course has been ranked 11th by Analytics India Magazine on their list of "20 Best PG Data Science Courses in India 2022."

Analytics India Magazine chronicles technological progress in the space of analytics, artificial intelligence, data science & big data by highlighting the innovations, players, and challenges shaping the future of India through promotion and discussion of ideas and thoughts by smart, ardent, action-oriented individuals who want to change the world.

This feat is an outcome of the dedicated and motivated efforts put in by the staff and students to foster innovation and educational prowess.



**Recognition 2: 'Takshila Award' for Exceptional Performance in Imparting Innovative and Topical Programs**

We are proud to share that Chitkara University has received the 'Takshila Award' for exceptional performance in imparting innovative and topical programs related to AI, Analytics and Data Sciences during the 3AI Pinnacle Awards 2022. There were 228 nominations from Academic institutions and EdTech firms across the country.

3AI is the largest platform and commune for AI & Analytics leaders, professionals & aspirants and is a sought-after partner with corporates, GCCs, academic institutions, and startups for showcasing best-in-class thought leadership, accentuating branding & visibility, enhancing talent advocacy and professional development. Over the previous three years, 3AI have conceptualized and executed 650+ pathbreaking & pioneering events, summits, conferences, and speaking interventions with innovative formats, & session tracks to bring out the next-in-class themes & topics in AI & Analytics arena.



## EVENTS & ACTIVITIES

### Event 1 : Data Week

#### Activity Report – Data Week

<b>Name of the activity</b>	Data Week (2023) (Business Analytics)	<b>Date</b>	Dec 12 <sup>th</sup> -16 <sup>th</sup> , 2022
<b>Name of the Event In charge/ Coordinators</b>	Dr Devesh Bathla	<b>Time</b>	10:00 am-4:00 pm
<b>Venue</b>	Plato Hall, Chitkara University, Punjab Campus	<b>Mode</b>	Offline
<b>Nature of the activity</b>	Analytics Development Program	<b>Program &amp; Batch</b>	BBA – Business Analytics Batch 2021 & Batch 2022  MBA - Business Analytics Batch 2022
<b>Number of students participated</b>	255	<b>Academic Session</b>	2022-2023

#### About the activity:

Centre for Analytics and Data Excellence at Chitkara Business School, Chitkara University, hosted Data Week, the first in the region, from December 12th to December 16th, 2022. Power-packed with industry-integrated data events such as Datathon, Datatalk, and more, the marquee industry leaders and trainers showcased application-ready data skills to students through guided Micro Work Experiences with well-planned learning outcomes. Moreover, career guidance through Senior Industry Leaders is much sought after during this event.

#### Details of the Experts/Industry Speakers:

Mr. Amit Bapna, Editor-at-large (APAC) at The Drum. With 20+ years of experience as a Content Specialist, he has been trend-spotting, researching, planning, writing, editing, managing, analysing, and monitoring content from pre-production to post-production in the form of articles, case studies, blog posts, guest posts, exclusive interviews, and social media content.

Dr. Shruti Mantri, Associate Director at Indian School of Business. With more than 15 years of teaching experience in computer science and information technology, she can handle various diverse topics ranging

from Cyber Security, System Security, Network Security, Artificial Intelligence, Machine Intelligence, Cloud Computing, Database Management.

Anurag Sachdeva, founder and CEO at XtendR. Anurag is a versatile business professional with a flair for story-telling. 22 years of experience in driving sustainable growth and profits across product lines in India & South East Asia markets. Proven experience in Business Development, Sales, Marketing & Strategic Planning in the domains of Mobile Gaming (including Cloud Gaming), Licensing, Mobile Marketing, Animation & Telecom. Exposure to media interactions in India, Finland & South East Asia. Adept at managing diverse teams.

### Objectives and Outcomes of the Activity

Activity Objectives	Activity Outcomes
To deepen students' understanding of key concepts and methodologies in the field of business analytics within the context of a Data Week event	Students demonstrated a heightened understanding of business analytics concepts, methodologies, and their practical applications in various industries.
To expose BBA-Business Analytics students to real-world applications and challenges through interactions with industry professionals and experts during the Data Week	Students were able to apply data analytics tools and techniques to analyze and interpret real-world datasets, showcasing practical skills acquired during the workshops.
To create a platform for students to network with professionals, alumni, and peers in the business analytics domain, fostering valuable connections for future collaborations and career opportunities.	Students established meaningful connections with industry professionals, creating a network that can be leveraged for mentorship, internships, and future career opportunities
To enhance students' problem-solving abilities by engaging them in real-world case studies and simulations that require the application of business analytics techniques.	Students showcased innovative thinking by proposing creative solutions to business problems using data analytics, fostering a mindset of continuous improvement and adaptability.

Participants were immensely benefitted by the successful experience and expertise domain knowledge of the eminent speakers. Formal vote of thanks was extended by Dr. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School, Chitkara University, Punjab.





**CHITKARA**  
UNIVERSITY

**CHITKARA**  
BUSINESS  
SCHOOL

Value Added Course  
Experiential Learning in Business Analytics

**DATATHON**  
by **bluetick.ai**

For BBA Business Analytics students of Batch 2021-23

Duration : 30 Hours  
12<sup>th</sup>-16<sup>th</sup> December 2022

Organised by  
Centre for Analytics and Data Excellence



## **Event 2 : CEO Conclave**

### **Activity Report – CEO Conclave**

<b>Name of the activity</b>	CEO Conclave 2023 (Business Analytics)	<b>Date</b>	March 24, 2023
<b>Name of the Event In charge / Coordinators</b>	Dr Devesh Bathla	<b>Time</b>	11:00 am
<b>Venue</b>	Exploretorium Hall, Chitkara University, Punjab Campus	<b>Mode</b>	Offline
<b>Nature of the activity</b>	Analytics Development Program	<b>Program &amp; Batch</b>	BBA – Business Analytics Batch 2021 & Batch 2022  MBA - Business Analytics Batch 2022
<b>Number of students participated</b>	300	<b>Academic Session</b>	2022-2023

### **About the Activity:**

With the mission to impart great education & entrepreneurial skills, the CEO Conclave event significantly contributed to development of students in all possible spheres. Participants were immensely benefitted by the successful experience and expertise domain knowledge of our eminent speakers. The conclave went through five phases on March 24, 2023 with five experienced industry experts.

Students and faculties of Chitkara Business School attended the most sought after ‘CEO Conclave’ on the theme ‘Future of Work, Skilling and Mobility’. Esteemed speakers stressed on the fact that besides the essentials of active academic learning in classroom, developing the right mindset and entrepreneurial skills are equally imperative.

### Details of the External Guests/Resource Person (Name, Affiliation and Designation)

S. No.	Name of the resource	Affiliation	Designation	Role in the event
1	Mr Kulwinder Singh	EVOX Group of Companies	CEO	Guest(s)/ Speaker(s)
2	Mr Rajesh Kumar	Comcode Technology	CEO	Guest(s)/ Speaker(s)
3	Mr Ankit Tyagi	Backup Infotech	CEO	Guest(s)/ Speaker(s)
4	Mr Sandeep Sharma	Perennial Foods	CEO	Guest(s)/ Speaker(s)
5	Mr Vishal Ahuja	VNG Medical Innovation System	CEO	Guest(s)/ Speaker(s)

### Experts' Bytes

Mr Rajesh Kumar - Founder & CEO, Comcode Technology stressed on setting the basic rights, that is where the brilliance stays. Mr Sandeep Sharma - Founder & CEO, Perennial Foods suggested the participants to focus on the soft skills in addition. Mr Kulvinder Singh - Founder & CEO, EVOX Group of Companies shared his experience and encouraged the students to set clear goals which will eventually help them to 'explore their potential' in the field of their choice.

Mr Ankit Tyagi - Founder & CEO, Backup Infotech shared the importance of key essentials like punctuality and discipline which is expected from budding professionals. Mr Vishal Ahuja - Founder & CEO, VNG Medical Innovation System suggested that persistence and perseverance are that innate skillset which develop the leadership mindset.

## Objectives and Outcomes of the Activity

Activity Objectives	Activity Outcomes
To provide a learning experience for attendees through keynote speeches, panel discussions, and workshops.	Identification of new opportunities for growth and development in the Business Analytics field.
To showcase success stories and best practices in Business Analytics.	Increased motivation and inspiration for attendees to improve their Business Analytics strategies and practices.
To bring together Business Analytics professionals and experts from various industries to share their knowledge and insights.	Increased knowledge and understanding of the latest Business Analytics trends and innovations.
To create a platform for networking and collaboration among marketers.	Enhanced networking opportunities for Business Analytics professionals.
To discuss the latest trends and innovations in Business Analytics and identify opportunities for growth and development.	Improved collaboration and partnership opportunities among marketers.

Participants were immensely benefitted by the successful experience and expertise domain knowledge of our eminent speakers. Formal vote of thanks was extended by Dr. Sandhir Sharma, Pro Vice Chancellor, Chitkara Business School, Chitkara University, Punjab.



**CHITKARA UNIVERSITY**

**CEO CONCLAVE**  
ON FUTURE OF WORK, SKILLING AND MOBILITY  
(24<sup>th</sup> March 2023)

*Welcomes*

**KULVINDER SINGH**  
Founder & CEO,  
EVOX Group of Companies

**SANDEEP SHARMA**  
Founder & CEO,  
Perennial Foods

**RAJESH KUMAR**  
Founder & CEO,  
Comcode Technology

**ANKIT TYAGI**  
Founder & CEO,  
Backup Infotech

**VISHAL AHUJA**  
Founder & CEO,  
VNG Medical Innovation System

Organised by:  
Centre for Analytics and Data Excellence,  
Chitkara Business School,  
Chitkara University, Punjab, India

**CHITKARA UNIVERSITY**

**CEO CONCLAVE**  
ON FUTURE OF WORK, SKILLING AND MOBILITY  
(24<sup>th</sup> March 2023)

*Welcomes*



**VISHAL AHUJA**  
Founder & CEO,  
VNG Medical Innovation System

Organised by:  
Centre for Analytics and Data Excellence,  
Chitkara Business School,  
Chitkara University, Punjab, India

**CHITKARA UNIVERSITY**

**CEO CONCLAVE**  
ON FUTURE OF WORK, SKILLING AND MOBILITY  
(24<sup>th</sup> March 2023)

*Welcomes*



**KULVINDER SINGH**  
Founder & CEO,  
EVOX Group of Companies

Organised by:  
Centre for Analytics and Data Excellence,  
Chitkara Business School,  
Chitkara University, Punjab, India

**CHITKARA UNIVERSITY**

**CEO CONCLAVE**  
ON FUTURE OF WORK, SKILLING AND MOBILITY  
(24<sup>th</sup> March 2023)

*Welcomes*




**SANDEEP SHARMA**  
Founder & CEO,  
Perennial Foods

Organised by:  
Centre for Analytics and Data Excellence,  
Chitkara Business School,  
Chitkara University, Punjab, India

**CHITKARA UNIVERSITY**

**CEO CONCLAVE**  
ON FUTURE OF WORK, SKILLING AND MOBILITY  
(24<sup>th</sup> March 2023)

*Welcomes*




**ANKIT TYAGI**  
Founder & CEO,  
Backup Infotech

Organised by:  
Centre for Analytics and Data Excellence,  
Chitkara Business School,  
Chitkara University, Punjab, India

**CHITKARA UNIVERSITY**

**CEO CONCLAVE**  
ON FUTURE OF WORK, SKILLING AND MOBILITY  
(24<sup>th</sup> March 2023)

*Welcomes*



**RAJESH KUMAR**  
Founder & CEO,  
Comcode Technology

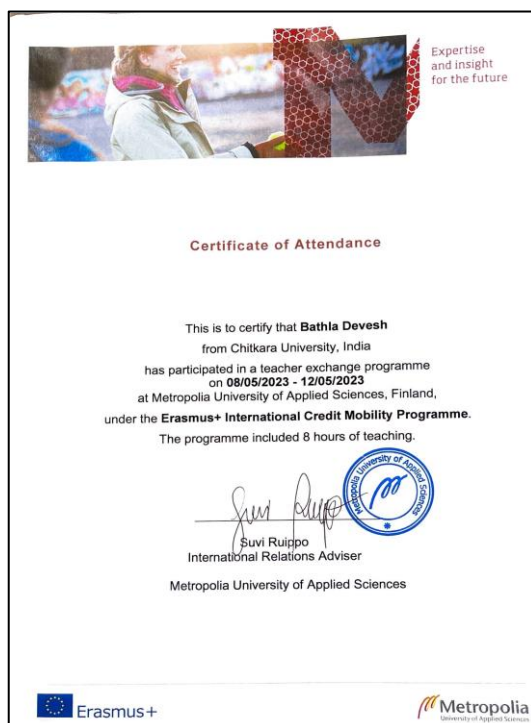
Organised by:  
Centre for Analytics and Data Excellence,  
Chitkara Business School,  
Chitkara University, Punjab, India





### Event 3 : Teacher Exchange Programme

**Dr. Devesh Bathla**, Director – Centre for Analytics & Data Excellence, Chitkara Business School conducted Teaching & Case Study Sessions on Business Ethics and Corporate Social Responsibility during International Project Week 2023 at Metropolia Business School, Metropolia University of Applied Sciences, Finland from 8<sup>th</sup> - 12<sup>th</sup> May 2023.



## **Event 4 : Video Competition on Karigari (Skill) and Karobari (Entrepreneurship)**

Dr. Devesh Bathla received the “Certificate of Appreciation” from Ministry of Education, Government of India for the case video submitted as part of National competition for contributions towards society through Self Help Group. Chitkara University was judged among the best case video presentation.



Dated:04.6.2022 Memo no: MGNCRE/GOI/501

### *Certificate of Appreciation*

This certificate is in recognition of the outstanding work done by **Dr. Devesh Bathla, Director - Centre for Analytics & Data Excellence** from **Chitkara Business School, Chitkara University, Punjab**, for coordinating Video Competition on the topic **Karigari (Skill) and Karobari (Entrepreneurship)**. The activity is initiated by the college in collaboration with MGNCRE, Ministry of Education Government of India.

Your kindness, courage, and strength are greatly appreciated.

Mr. Samarth Sharma  
Programme Coordinator  
MGNCRE, Ministry of Education  
Government of India

**Mahatma Gandhi National Council of Rural Education**  
**Department of Higher Education, Ministry of Education**  
**Government of India**



## Outreach Events

Glimpses from prestigious summits aimed at bringing the Industry and Academia worlds to come together to address and solve some of the real-world challenges.



## **REWARDS**

### **Reward 1: Young Management Teacher Award by AIMS**

Dr. Devesh Bathla, Professor and Director, Centre for Analytics and Data Science, Chitkara Business School, was conferred with the Young Management Teacher Award by AIMS during the 20th AIMS International Conference on Management held at IIM Kozhikode campus.

Dr. Debashis Chatterjee, Director, IIM Kozhikode, presented the award. For this prestigious award the contribution made in the field of teaching, research, innovative training techniques, and student and peer evaluation were gauged.

Our heartiest congratulations to Dr. Bathla for the achievement!



## **Reward 2: Most Prominent Analytics & Data Science Academicians In India 2022**

We are proud to share that Dr. Devesh Bathla, Faculty of Analytics and Program Head at Chitkara Business School, Chitkara University, was awarded the "Most Prominent Analytics & Data Science Academicians In India 2022" certificate by Analytics India Magazine at their yearly event, Cypher 2022, at Hotel Radisson Blu, Bangalore. The award is for research focused on analytics, data science, or artificial intelligence, and contribution to enriching the analytics sector. The award was presented by legendary cricketer Kapil Dev and Amaresh Tripathy, Global Business Leader-Analytics at Genpact. Our heartiest congratulations to Dr. Bathla for this feat!



### **Reward 3: President Award for Academic Contribution and Student Mentoring**

Our faculty Dr. Devesh Bathla was accorded the 'President Award' for his academic contribution and student mentoring in the field of Analytics. Furthermore recently graduated alumni of MBA (Business Analytics) Aridaman Singh Sethi received the 'AI & Analytics Rising

Star Award' while two of our students Rishabh Kumar and Rakshit Jadon bagged the 'Student Of The Year Award' for their exceptional work in the field of AI & Analytics.





## DISCUSSIONS & INSIGHTS

### Talk 1: Data Localisation” on 3AI Platform

Dr. Devesh Bathla delivered a talk on “Data Localisation” on 3AI platform. 3AI is the largest platform and commune for AI & Analytics leaders, professionals & aspirants and is a sought-after partner with corporates, GCCs, academic institutions, and startups for showcasing best-in-class thought leadership, accentuating branding & visibility, enhancing talent advocacy and professional development. Over the previous three years, 3AI have conceptualized and executed 650+ pathbreaking & pioneering events, summits, conferences, and speaking interventions with innovative formats, & session tracks to bring out the next-in-class themes & topics in AI & Analytics arena.

**3AI AI CORE TALKS**  
Engage | Learn | Scale

**Upcoming Series**

- #14 - 4<sup>th</sup> November 2022
- #15 - 11<sup>th</sup> November 2022
- #16 - 18<sup>th</sup> November 2022
- #17 - 25<sup>th</sup> November 2022

Become a  
**3AI Member**

[www.3ai.in](http://www.3ai.in) India's largest platform for AI & Analytics leaders, professionals & aspirants

#14  <b>Kashyap Kompella</b> RPA2AI Research	#15  <b>Rajan Gupta</b> Analytica Datalab
#16  <b>Rahul Prakash</b> AB InBev	#17  <b>Devesh Bathla</b> Chitkara University

**AI CORE TALKS**

**Episode #17** Streaming on Friday, 25<sup>th</sup> Nov 2022 | 4:00 PM IST

**Data Localisation**

**Dr. Devesh Bathla**  
Director-Centre for Analytics & Data Excellence  
Chitkara University

**Kapil Gandhi**  
3AI Host

[www.3ai.in](http://www.3ai.in) India's largest platform for AI & Analytics leaders, professionals & aspirants

## **Talk 2: Tactics Applied in Negotiation**

Dr. Devesh Bathla , Director – Centre for Analytics & Data Excellence at Chitkara Business School, Chitkara University, Punjab delivered the session on Negotiation Skills for the students of Chitkara School of Hospitality in collaboration with Chitkara Business School. . During the two hour highly engaging session, he delved on the need to develop an attitude to embrace hard work and to keep learning, constantly improving one’s ability to negotiate.





### **BEST PRACTICES**

1. Regular updation of curriculum as per the industry needs.
2. Mandatory certification from MOOCs (AICTE Swayam).
3. Adoption of learner-centered teaching pedagogy using a blend of lecture-based, case based and experiential learning methods.
4. Industry experts delivery of 60% of the curriculum to provide practical exposure and bridge the industry academia gap.
5. Organizing seminars, Guest Lectures, Workshops industrial visits to provide practical exposure to students.
6. Engagement of faculty and students to write, present and publish research papers and case studies.
7. Regular conduct of Student Driven Activities - Management Events, Sports events intercollege competitions etc.
8. Students are mentored regularly and personal counselling and career guidance support is provided to students by the faculty on one to one basis.
9. Mandatory Summer internship programme and project under the supervision and guidance of faculty and industry mentors.
10. Conduct of structured pre-placement activities to prepare students for placement opportunities.

## **WAY FORWARD**

Academic Year 2022-2023 was went by as eventful, academically rigorous and added immense value and growth to our students, faculty, staff and the business school as whole. Our visionary leaders, talented professors and motivated students drove the Centre For Analytics & Data Excellence into the upper echelon of business schools in the region. Our vision to grow and be a thought leadership, expertise and knowledge centre for Analytics and Big Data is still pertinent today.

We are dedicated to fostering innovation, knowledge, and expertise in the dynamic field of data analytics. At CADE, our mission is to empower our students, with the necessary skills, tools, and resources to become proficient data analysts and leaders in the realm of data-driven decision-making.

We shall continue to cultivate a community of skilled and ethical data professionals by providing comprehensive education, hands-on experience, and mentorship in cutting-edge analytics practices. We aim to bridge the gap between theory and application, equipping our students with the expertise to address real-world challenges through data-driven insights.

The focus areas for the academic year 2023-2024 shall be:

1. Comprehensive Learning: Offer a curriculum that encompasses a broad spectrum of data analytics, including statistical analysis, machine learning, data visualization, and predictive modeling, ensuring a well-rounded education.
2. Experiential Opportunities: Facilitate hands-on learning experiences through industry partnerships, internships, and collaborative projects to apply theoretical knowledge in practical scenarios.
3. Expert Guidance: Provide access to experienced faculty, industry professionals, and mentors who offer guidance, support, and industry insights to nurture students' growth.
4. Cutting-edge Resources: Ensure access to state-of-the-art technology, software, and data sets, enabling students to explore and innovate within the field of analytics.

5. Ethical Data Practices: Instill ethical considerations and best practices in data handling, emphasizing responsibility and integrity in data analytics applications.

6. Career Development: Offer career counseling, networking opportunities, and workshops to assist students in pursuing successful careers in diverse sectors reliant on analytics and data science.

At CADE, we are committed to fostering an inclusive and collaborative environment that encourages curiosity, critical thinking, and continuous learning. We believe that by providing a comprehensive educational experience, we can empower our students to make meaningful contributions to the ever-evolving landscape of data analytics.

We look forward to embarking on this transformative journey with our students and witnessing them grow as future leaders in analytics.