



Business Analytics Lab Launched at Amrita Univ

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Coimbatore: The IBM Business Analytics Lab was inaugurated at Amrita School of Business on Tuesday. Kaushik Bhaskar, vice-president, Information Integration and Governance Software and India Software Labs IBM India and P Venkat Rangan, Amrita University Vice Chancellor inaugurated the lab.

In this lab, IBM is providing relevant software and training using various industry cases to the faculty members. The objective is to enable future business managers with the requisite skills to succeed in any business, industry or function they choose to be in, the university said in a release.

In his address, Kaushik Bhaskar spoke about his concern on the skill scenario currently plaguing the industry

and IBM's commitment to bridging this gap by addressing the increasing need for multi-disciplinary skills by complementing the existing management and offering engineering education with Career Education courses.

Post the completion of the faculty development programmes, the faculty members will train MBA students on Big Data and Descriptive Analytics and then proceed to topics on Predictive Analytics.

Commenting on the collaboration with ASB, Bhaskar said, "This new generation of business managers equipped with best in-class analytical skills would bring greater value to this industry. Students would also work on cases that emanate from real-world business scenarios to gain the best of experiential learning."