Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Spreadsheet Modeling for Business Valuation	May 19-20, 2016
2.	Strategy Planning/Deployment using Balanced Scorecard	June 16-17, 2016
3.	Project Finance - Funding & Appraisal	June 23-24, 2016
4.	Impression Management at Workplace	June 27-28, 2016
5.	Project Management	June 29-30, 2016
6.	Developing an Intrapreneurial Mindset for Effective Leadership	July 11-12, 2016
7.	Effective Purchasing Skills	July 13-15, 2016
8.	Giving and Receiving Feedback in the Workplace	July 19-20, 2016
9.	Qualitative Research in Marketing	July 21-22, 2016
10.	Finance for Non-Finance Executives	July 27-29, 2016
11.	Social Media Analytics & Sentiment Analysis	August 1-2, 2016
12.	Advanced Microsoft Excel 2013 - Managers Perspective	August 3-4, 2016
13.	Effective Communication for Women in the Workplace	August 8-9, 2016
14.	Healthcare Analytics in the age of Big Data	August 10-12, 2016
15.	Doing Business in India	August 11-12, 2016
16.	Training of Trainers	August 22-24, 2016
17.	Application of Simulation Techniques for Managerial Decision Making	August 29-30, 2016
18.	Financial Modeling	August 30-31, 2016
19.	Building Capacities in CSR : Strategy Formulation, Implementation and Impact Assessment	September 1-2, 2016
20.	Financial Management for Public Sector Enterprises	September 7-9, 2016
21.	Problem Solving and Decision Making	September 19-20, 2016
22.	Effective Communication & Presentation Skills	September 22-23, 2016
23.	Understanding the After Sales Spares Management	September 26-27, 2016
24.	Big Data and Small Data Tools : Introduction to R Software	September 28-29, 2016
25.	Effective Negotiation Skills	September 28-30, 2016
26.	Effective Supply Chain Management	October 5-7, 2016
27.	Managerial Leadership and Team Building	October 13-14, 2016
28.	Foreign Exchange Risk Management	October 17-18, 2016
29.	Written Business Communication	October 20-21, 2016
30.	Understanding and Deploying Strategist's Tool-Kit for Effective Business Performance	November 3-4, 2016
31.	HR for Non-HR	November 9-11, 2016
32.	Advanced Microsoft Excel 2013- HR Practitioners Perspective	November 15-16, 2016
33.	Enhancing Leadership Effectiveness through Outbound-based Experiential Learning Programme	November 15-18, 2016
34.	Understanding the Dynamics of Rural Markets	November 21-22, 2016
35.	Nurturing the 5th Dimension of Leadership	November 28-29, 2016
36.	Advanced Corporate Finance	Nov 30-Dec 2, 2016
37.	Effective Customer Management in a Digital Marketing Space (Including practice session on Microsoft Dynamics CRM Software)	December 5-7, 2016
38.	Coaching and Mentoring for Personal & Professional Success	December 8-9, 2016
39.	Enhancing Assertiveness and Positive Attitude	December 12-13, 2016
40.	SAS Big Data Analytics (co branded)	December 13-15, 2016
41.	Creating Winning Sales Teams	December 15-16, 2016
42.	Advanced Management Programme	December 19-21, 2016
43.	Decision Making Techniques for Managers	December 22-23, 2016
44.	Advanced Excel Training	January 4-6, 2017
45.	Employee Assessment & Effective Interviewing Skills	January 9-10, 2017
46.	Social Media Marketing and Social Listening	January 12-13, 2017
47.	Effective Interpersonal Relationships at Workplace	January 16-17, 2017
48.	Crisis Communication	January 19-20, 2017
49.	Finance for Non-Finance Executives	January 23-25, 2017
50.	Strategic Enterprise Risk Management	January 30-31, 2017
51.	Total Quality Management	February 2-3, 2017
52.	Data Visualization and Presentation Techniques	February 6-7, 2017
53.	Enterprise Risk Management for Creating Risk Intelligent Organization	February 9-10, 2017
54.	Developing Communication Competency	February 13-14, 2017
55.	Marketing Strategies for Winning in India and Emerging Markets	February 16-17, 2017
56.	Superannuation Planning	February 23-24, 2017

ABOUT FORE

Foundation for Organizational Research and Education (FORE), a non-profit autonomous organization, was established in 1981 as a Center for Excellence for research, consultancy, training and management education by renowned professionals of global acclaim from Government and corporate sectors. With a view to meeting the needs of professional education of excellence in Management, FORE School of Management, New Delhi under the aegis of FORE was established in 1992. FORE has been working closely with industry and academia for developing contemporary new domains of managerial thought and education and contributing to the process of building leaders in today's global business environment. FORE has been setting benchmarks in management education for the last over 24 years. This is aptly reflected in the Top rankings by leading B-Schools surveys of the country and in a recent survey conducted by **CRISIL – a leading Ratings, Research, Risk and Policy Advisory Company in India – has rated FORE with A*** (the highest rating level) for the Delhi-NCR and A** for the Nation-al level for both the two-year PGDM and PGDM (IBM) programmes.** Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the upcoming challenges for tomorrow's corporate leaders. The programmes offered at FORE aim at developing multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation. The Institute has a Board of Directors with representatives from Government, academic institutions and industry. The Institute has also an Academic Council consisting of eminent professionals from industry, government and other academic institutions. FORE takes pride in its professional and high-quality faculty in the fields of Communications, Economics, Finance, Human Resource Management, Information Technology, International Business, Marketing, Operations and Strategy. The faculty are drawn from leading national and international institutions and industries who are engaged in extensive research and consultancy, and possess a myriad of management skills. Eminent personalities and senior corporate professionals are invited from time to time to share their experiences and discuss real world managerial practices and market opportunities and challenges. With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with more than 32 full time well qualified faculty FORE stands amongst the Top Business Schools in the country. FORE Conducts Management Development Program/Faculty Development Programs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs/FDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company tailored to suit organization's needs on topics/areas specifically required by an organization. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact

MDP office

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DESIGNED BY: ALPS PRINTERS

FORE School of Management, New Delhi

Management Development Programme
on
Social Media Analytics & Sentiment Analysis
August 1-2, 2016

Key Features
- Analyze Social Media Sentiments: News/ Opinions/Forums
- Draw and Analyze Social Networks of those who matter the most
- Analyze Social Media using Industry Standard State-of-the-art tools-KNIME and RapidMiner

Program Objectives

I. Learn Text mining to derive high-quality information from web-content such as categorize text, cluster web-pages and summarize documents and apply this knowledge in customer relationship management.

II. Learn to perform Sentiment Analysis through natural language processing and text analysis so as to identify and extract subjective information in source materials.

III. Perform Network Analytics to discover social influencers.

IV. Learn to use RapidMiner and KNIME in a variety of social media analytical problems

Exploiting Social Media

Social Media Analytics is a powerful tool for uncovering customer sentiments dispersed across countless online resources. The analytics also goes by name of social media listening or online listening. It allows marketers to identify sentiments, identify changing trends and identify networks or groups of people whose opinions matter. With innovation and personalization of products and services taking center-stage, it becomes very important that marketers are able to measure, analyze, and interpret interactions and associations between people, topics and ideas. More than 95% of young Indian Internet population use Google as a navigation tool, have accounts in Facebook, post in Twitter and listen/watch videos in YouTube. With such a huge crowd on the Internet, corporates are spending a big chunk of their marketing budgets on promotions/advertisements through Social Media. Since stakes are quite high and there is no direct interaction between the customer and organization, digital analytics has become a key aspect of digital marketing. It helps investors to comprehend the source, demographics, and behavior of their prospective customers. It also helps to track and measure ROI of marketing campaigns in terms of increased awareness and sales. In this course, participants will learn how data from Social Media can be gathered, processed and can be used for sentiment analysis, opinion formation, marketing campaigns, conversion tools, segmentations etc.

Program

Program is highly rich in Social Media data and Visual tools

Web and Network Analytics
- Setting up environment for analytics
- Analytics processes, operations & applications
- Analyzing Social Networks with KNIME

Text Mining
- Techniques of text mining
- Text Classification with RapidMiner
- Web Crawling with RapidMiner

Sentiment Analysis & Opinion Mining
- Techniques of Sentiment Analysis
- Analyzing Sentiments using KNIME
- Extracting twitter tweets & experimenting

Social listening, analyzing and Monitoring
- Managing Facebook, Twitter and YouTube Accounts
- Content optimization on social media
- Analyzing data and draw actionable insights

SOFTWARE TOOLS

RapidMiner & KNIME. Both tools have been positioned in Gartner's 'Magic Quadrant for Advanced Analytics Platform' in 2016.

Program Fees

- **Non-residential:** Rs 14,000 per participant (plus Service Tax @ 15%) covering professional fee, programme kit and tea/lunch.

- **Residential:** Rs 24,500 per participant (plus Service Tax @ 15%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Qutub Residency, New Delhi or equivalent from noon of July 31 till noon of August 3, 2016

Discounts

- Early bird discount of Rs. 1400 per participant for nominations received on or before July 22, 2016.

- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

Fee is payable in advance by way of local cheque/DD in favor of "FORE School of Management" payable at New Delhi.

Who should attend?

Executives: Ambitious Executives & Marketers looking forward to sharpening their skills at analyzing signals emanating from social media.

Business Analyst/ Data Scientists: Use emerging technologies to segment customers, analyze public sentiments and predictive client behavior.

Registration

The registration form duly filled in along with the program fees should reach us at least 7 days before the commencement dates of the program. In case of subsequent withdrawal or cancellation of registration no refund is allowed. However, substitutes may be permitted with prior permission.

Program Coordinators

Prof. Ashok Kumar Harnal: Graduated from IIT Delhi; M. Phil, MA (Economics): Expert in Big Data and Data Analytics both on the technology side as also on Analytics side. He has extensively taught faculty and students on the subject of big data technology and analytics. He has participated in various machine learning problems in areas of business & marketing. He is the lead faculty in the 3-months JOINT Certificate program on Big Data and Data Analytics with University of California, Riverside.

Prof Shilpi Jain: FPM, MDI-Gurgaon; M.Tech (Information Systems), NSIT, Dwarka; MBA (Marketing) Institute of Management Science & Productivity Research, Delhi . Worked on IT and Enterprise Systems projects with national, and global organizations in diverse sectors with an important focus on delivering sustainable solutions. Proven ability in quantitative and qualitative research that includes performing gap analysis, designing research process, data design & analysis to increase productivity and reduce costs. She have been conducting research studies in innovation management, adoption studies on digital technologies, e-commerce, and enterprise systems on cloud (i.e. SaaS). She is an SME in end-to-end online training modules design, execution, and delivery for corporate citizens. During her stint at Infosys, she has designed prototypes for virtual team training platform, paired programming, country risk analysis framework, dynamic resource sharing across geographies, and many more. She has been publishing research articles and industry cases in International Journals and Conferences.

Program Dates and Venue

Program Dates: August 1-2, 2016

Venue: FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

FORE School of Management
Management Development Programme

Social Media Analytics & Sentiment Analysis

August 1-2, 2016

Registration Form

Name: _____

Designation: _____

Organization: _____

_____

Office Address: _____

_____

Phone: Office _____

Residence _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the programme: _____

_____

Residential/ Non Residential _____

Payment Details:(Please tick appropriate and fill)

- Payment enclosed (Local cheque/DD No: _____)

Date:_____ Amount:_____)

- Payment is under process and will reach you before the programme

Signature