8. Guest lecture by Dr.MS.Chakravarthy Associate Professor, Samara University, Ethopia on "Business Analytics" (2 sessions) for MBA first year students on, 07th, and 08th of September, 2018. He explained the concept of business analytics and its importance to the students.

REPORT:

Guest lecture by Dr.MS.Chakravarthy Associate Professor, Samara University, Ethopia on "Business Analytics" (2 sessions) for MBA first year students on, 07th, and 08 th of September, 2018. He explained the concept of business analytics and its importance to the students. Business analytics refers to the skills, technologies practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning he said.



Dr.MS.Chakravarthy Associate Professor, Samara University, Ethopia