

Our other  
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 29, 2019
2.	Performance Management-Current Trends and the Future	May 6, 2019
3.	Effective Purchasing Skills and Strategic Sourcing	May 23-24, 2019
4.	Understanding Sales and Distribution Analytics	June 10-11, 2019
5.	Banking Analytics using R	June 17-18, 2019
6.	Advanced Excel Training	June 27-28, 2019
7.	Train the Trainer	July 8-9, 2019
8.	Data Analytics for Expanding Markets	July 18-19, 2019
9.	HR Analytics	July 22-23, 2019
10.	Developing an Intrapreneurial Mindset for Effective Leadership	July 29-30, 2019
11.	Effective Communication for Women in the Workplace	August 8-9, 2019
12.	Finance for Women Executives	August 26-27, 2019
13.	Decision Making Techniques for Managers	September 2-3, 2019
14.	Effective Communication and Presentation Skills	September 12-13, 2019
15.	Effective Negotiation Skills	September 18-20, 2019
16.	Introduction to Intellectual Property Rights	October 14, 2019
17.	Project Management	October 21-22, 2019
18.	Retirement Planning for Middle Level and Senior Executives	November 4-5, 2019
19.	Building leadership potential of Women Professionals	November 7-8, 2019
20.	Marketing Analytics	November 14-15, 2019
21.	Aligning CSR with Sustainable Development Goals : Strategy Formulation, Implementation and Impact Assessment	November 18-19, 2019
22.	Financial Strategies for Value Creation	November 21-22, 2019
23.	The New Indian Consumer: Winning Concepts and Practices	November 29, 2019
24.	Deep Learning-Foundation and Advances	December 9-11, 2019
25.	Enhancing Assertiveness & Positive Attitude	December 12-13, 2019
26.	Managerial Leadership and Team Building	December 16-17, 2019
27.	ISO 27001:2013 Lead Implementer Course	January 9-10, 2020
28.	Enhancing your Personal Brand	January 16-17, 2020
29.	Enterprise Risk Management	January 30-31, 2020

## ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

### Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Financial Management) courses at FORE are AICTE (All India Council for Technical Education) approved.
- The PGDM and PGDM (IB) courses are accredited by National Board of Accreditation (NBA).
- The PGDM and PGDM (IB) courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

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For any other information, please contact:

**Executive Education Office**

**FORE School of Management**

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

E-mail: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)

Management Development Programme

on

# Leveraging Social Media for Business Intelligence

**April 29, 2019**

**FORE Campus, New Delhi**

Programme Director:  
**Prof. Shilpi Jain**



*Imparting Knowledge for Exploring New Horizons*



**FORE School of Management  
New Delhi**

## Programme Introduction & Objectives

Gone are the days when business experts perceived social media as a key marketing tool for products and services. With the emergence of intelligent social media platforms and analysis tools, organizations are gearing up to leverage social media for a variety of purposes such as “Identifying the skilled workforce whose goals are aligned with organization's goals”, “to monitor social media for compliments and complaints, engaging consumers and providing proactive support” and “networking with talented individuals who may someday be interested in changing jobs, consulting or partnership”. With the help of these tools, a business can interpret the activity feeds from various social media networks and analytics engines, and **analyze visits, clicks, conversions, likes, shares, tags, timing and, also the underlying demographics and geographies of the participants**. This analysis will help the business to understand the popularity of a topic or product, and the demographics and geographies of the potential audience, and to track various activities and campaigns to goal conversions.

This one day executive program draws together technology and business perspectives in order to understand the implications for social-media enabled businesses. The program is especially designed for managers and executives to understand the integration of social media platforms, tools and business intelligence in theory and practice for new business opportunities.

In this workshop, the following topics will be covered in brief:

1. **Overview of various social media channels and their business models**
  - a. Channels: LinkedIn, Glassdoor, Facebook, Twitter, Instagram, Pinterest etc.
  - b. How organizations use social media data for business benefits – Applications of google analytics and google trends
  - c. Business case study to showcase the positive and negative impact of social media on business enterprises and global economies
2. **Social Media Trends**
  - a. Crowdsourcing
  - b. Sentiment Analysis
  - c. Social Network Analysis
  - d. Big data Analytics
  - e. Word cloud
  - f. Business case study to showcase the applications and impact of the above
3. **Introduction to various social media planning, implementation and analysis tools**
  - a. Social media content planning with tools like hootsuite, sprout social etc.
  - b. Monitoring and management of social media posts
  - c. Social media dashboards
  - d. Business case study

## Methodology

Simple and easy to perform hands on exercises, Videos and Business Case Studies

## Target Audience

Corporate Executives & Managers from any domain and any background

## Duration & Venue

**Dates:** April 29, 2019

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

## Fee

**Non-residential:** Rs. 8,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

**Residential:** Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of April 28, 2019 till noon of April 30, 2019**.

## Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before April 18, 2019.
- 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. You can also make online payment of fees by logging on to FORE website <http://www.fsm.ac.in/open-mdp-calendar-2019-2020>**

## Registration

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website <http://www.fsm.ac.in/open-mdp-calendar-2019-2020>. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

## Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

## Faculty

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

## Programme Director

**Prof. Shilpi Jain** is a Fellow Scholar (Ph.D.) from MDI Gurgaon and Associate Professor of Business Administration in the Information Technology Department at FORE School of Management, and the faculty chair of Computer Center Advisory and Purchase Committee. She also serves on the institutions' Faculty Committee & Research Committee. Her current research is in applied and empirical user behavior on social media & e-commerce, digital inclusion at grassroots level, and adoption of disruptive technologies which includes digital currency, gamification, and enterprise systems on cloud. At present, she is a co-chair of a funded longitudinal policy research project which aims to evaluate the impact of internet connectivity in rural India and its' influence on the regularization of Rural Telecom ISPs.

She has almost 20 years of experience in the Academia & IT industry and has held research positions in a variety of functional areas. During her stint at Infosys Research Labs, she has designed prototypes for virtual team training platform enabling paired programming, country risk analysis framework, and dynamic resource sharing across geographies.

She chairs several executive education programs on e-commerce strategies, managing business on cloud, data summarization, and business storytelling with data. A regular author in National Newspaper, she has coauthored numerous business case studies and research articles in journals. She can be reached at: <shilpijain@fsm.ac.in>.

FORE School of Management  
Management Development Programme

## Leveraging Social Media for Business Intelligence

April 29, 2019  
Registration Form

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Organisation: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: Office \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Your expectations from the Programme: \_\_\_\_\_

Residential / Non Residential \_\_\_\_\_

### Payment Options

#### Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website <http://www.fsm.ac.in/open-mdp-calendar-2019-2020> for online registration and payment.

#### Offline Payment

Programme fees can be paid through Local Cheque / DD  
If attached please give details

Local cheque / DD No. \_\_\_\_\_ Date \_\_\_\_\_ Amount \_\_\_\_\_

Signature

(Please return the completed form by post  
or email: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), to:

Executive Education Office  
**FORE School of Management**  
B-18, Qutub Institutional Area  
New Delhi 110 016

Note: Please feel free to make copies of this form for additional registrations.