

Professional Certificate Program in

BUSINESS ANALYTICS

From IIM Kozhikode | Batch 4



Program Overview

Thomas Devonport in his book titled, “Competing on analytics: The new science of winning”, claims that a significant proportion of high-performance companies have high analytical skills among their personnel. The rise of business analytics has resulted in a great demand for trained business analysts and the trend will only continue to rise. According to Wall Street Journal, “Companies, barraged with data from the web and other sources, want employees who can both sift through the information and help solve business problems. As the use of analytics grows quickly, companies will need employees who understand the data”. Business increasingly need to know how to leverage analytics to gain managerial and strategic insights to improve their competitive position.

Business Analytics is a set of techniques and processes that can be used to analyze large and noisy data to improve business performance through fact-based decision-making. It nurtures the amalgamation of data warehousing, data mining, statistics, and machine learning; applies it in various functional areas of business and management to find patterns in the relationships; creates capabilities for companies to compete in the market effectively. It has been proven to be highly useful in industries such as banking, insurance, telecom, retail, travel, healthcare etc. and has shown very positive impact on business decision making.

The program is designed to provide in-depth knowledge of data-based decision making using real case studies. The module based program would impart participants a sequential learning with a strong foundation of data analytic techniques followed by real applications across various domains.

This program will

- Help participants understand the critical concepts of business analytics and research, including research design, data processing and data analysis
- Clarify the scientific understanding of complex methods which are required in business decision making
- Help participants, effectively apply analytical concepts in real life scenario

Program Benefits



Certificate of Completion from IIM Kozhikode



Provide conceptual understanding of analytical techniques



Case/exercise based approach for managerial applications



Hands-on experience of data processing



Sophisticated statistical analysis of data using R/SPSS software package and interpretation of output for decision making



2 day In-Campus immersion module providing participants the opportunity to experience the typical high-intensity classroom and to soak-in the unique campus environment of one of the most iconic and sustainable management campuses in India, set in the midst of lush green hills and surroundings



Gain exposure through Project Work

Opportunity to work on a Project that requires assimilation and application of learnings through the course of the program

Eligibility

- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government) in any discipline
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country
- **Work Experience** – Minimum 1 year of work experience

Program Prerequisites

- Knowledge or familiarity with basic statistics, analytics and statistical software will be useful but not mandatory for the Program
- Pre-readings will be circulated and an introductory run on elementary concepts will be introduced in initial sessions of this program. Participants are expected to go through the pre-reads and come prepared for the classes as instructed

Who Should Attend

- Middle level managers who wish to switch to a career in analytics
- Business analysts who want to sharpen their knowledge in analytics
- Domain specialists and anyone within a wide range of professional backgrounds planning to undertake business analytics projects with the help of analytic tools and techniques
- Early managers and working executives who are new to the analytics domain
- Academicians from business schools

Certificate

On satisfying the requisite attendance criteria and successfully clearing the evaluation, participants will be awarded a Certificate of Completion.

Participants who fail to clear the assessment process but fulfil the attendance criteria, will be awarded a Certificate of Participation.



Pedagogy

The primary method of instruction will be through LIVE lectures that will be beamed online via Internet to student desktops/laptops or classrooms. The program will be delivered through a combination of methods as listed below

- Live classroom session through which is a forum for discussion. "Discovery through discussion" is a very effective method that gives participants an opportunity to exchange and explore ideas, debate them, and jointly arrive upon solutions to problems.
- Lectures, designed to clarify the readings, and to amplify them with illustrations and related concepts drawn from other sources.
- Cases/Exercises that are important in helping participants to assimilate principles. In the case analyses and other assignments participants discover concepts and apply what has been learnt. Further, participants will be making decisions similar to the way it is done in a managerial situation.
- Data Analysis, in order to process and bring order, structure and meaning to the mass of primary and secondary data.

All enrolled students will also be provided access to our SLIQ Cloud Campus through which students may access other learning aids, reference materials, assessments, case studies, projects and assignments as appropriate. Throughout the duration of the course, students will have the flexibility to reach out to the professors, real time during the class or offline via our SLIQ Cloud Campus to raise questions and clear doubts.

Syllabus

Module 1: Business Analytics Foundation

Module 1 comprises of foundation of business and analytics along with familiarity with data analytic tools like R and SPSS. The participants will learn fundamentals of basic Statistical Methods. While the program is designed for middle level managers, this module will go a long way in brushing-up the fundamentals of analytical techniques in the context of your business. Moreover, the module will include data preprocessing, data visualizations, and writing algorithms in the context of business.

- Introduction to business analytics and data analytic tools
- Exploratory data analysis
- Statistical inference
- Marketing Management and CRM

Module 2 : Business Analytics Techniques

Module 2 comprises of the nervous system of the course which includes predictive analytics and advanced analytics. Predictive analytics will cover both statistical and machine learning techniques, while the advanced analytics will comprise of unsupervised data analytic techniques. These techniques are very useful to middle level managers to find pattern in the data and use them in managerial decision making.

- Predictive Analytics (Regression techniques, Logistic regression, Tree-based methods, Ensemble Models, Time series analysis)
- Advanced analytics (Dimension reduction technique, Clustering technique, Conjoint analysis, social media analytics)

Module 3 : Business Analytics Applications

Module 3 focusses on the applications of techniques of analytics in business.

- Customer and Retail analytics
- Financial Analytics
- Supply chain Analytics
- HR Analytics

Capstone Project

The capstone project is an integral part of the successful program completion and will run throughout the program duration. Participants will learn to identify a real life scenario of an organisation/industry, collect primary/secondary data, and apply concepts discussed in the modules of this program to source a probable solution. This project will enable a deep understanding of the subject matter and foster the practical application of the program learning in real-world business scenarios.

Campus Component

This program includes a 2 day in-campus immersion session which is scheduled to be held towards the end of the program at the IIM Kozhikode campus. The dates will be communicated in due course. Attendance to In-Campus sessions is mandatory for all participants of this course. However, the In-Campus modules are subjected to the conditions that prevail at the point in time. These conditions pertain to the pandemic or other unavoidable reasons. In case the current situation maintains the status quo, adequate alternate options with regards to the on-campus modules will be made available via online sessions.

Faculty



Prof. Shovan Chowdhury

PhD in Statistics (University of Calcutta), MSc in Statistics (University of Calcutta)

Prof Shovan Chowdhury is a tenured Associate Professor in the area of Quantitative Methods and Operations Management in IIM Kozhikode. He earned Bachelor of Science, Masters of Science, and PhD degrees in Statistics from University of Calcutta. He has published several articles in international peer-reviewed academic journals. He has co-authored books titled “Applied Statistics in Business and Economics”, and “Forecasting and Predictive Analytics” by leading international publishers.



Prof. Atanu Adhikari

PhD (ICFAI University), MBA (Gold Medalist, University of Calcutta), BE (NIT, Durgapur)

Former Doctoral Fellow Member of Royal Statistical Society, London, Commonwealth Academic Fellow to London Business School, UK, Visiting Researcher to Syracuse University, USA, PhD (ICFAI University with one year visiting program at Syracuse University, USA), MBA (Gold Medalist, IISWBM, University of Calcutta), BE (National Institute of Technology, Durgapur). Prof. Atanu Adhikari is Professor in the area of Marketing Management at IIM Kozhikode. He has co-authored several books published by leading international publishers.

Assessment

Evaluation methodology is the discretion of the faculty. The methodology includes online exams, case analysis, class contribution and any other component as decided by the faculty. A minimum of 75% attendance is a prerequisite for the successful completion of this program. The program may require participants to work on individual/group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning in the program to actual organizational decision scenarios. The participants will have to secure the minimum pass marks in the respective evaluation components. Participants who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a certificate of completion. Participants who are unable to clear the evaluation criteria but have the requisite mandatory attendance will be awarded a Participation certificate.

Program Details

- Program Commencement: 04 July 2021
- Schedule of Classes: Sundays from 06.00 p.m. to 09.00 p.m. IST (3 Hours)
- Duration: 5 months

Program Fee

- For Indian Residents: INR 1,03,000 + GST
- For International Residents: USD 2050

For More Details

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