



**CERTIFICATE PROGRAMME  
IN BUSINESS ANALYTICS  
*CLASS OF 2017, WINTER***

*HYDERABAD | MOHALI (INAUGURAL BATCH)*

Business Analytics, indispensable in today's age of Big Data, is an optimal mix of Data Collection, Data Visualization, Data Management, Statistics, Machine Learning, Operations Research, Critical Thinking and, last but not the least, the Domain Knowledge. Being an interdisciplinary field, it creates insights and values in ways hitherto unheard of, to – Industry, Government and others - thereby providing a competitive advantage.

Using detailed survey data on the business practices and information technology investments of a large number of publicly traded firms is a big advantage. MIT and University of Pennsylvania scientists, Erik Brynjolfsson, Lorin M Hitt and Heekyung Hellen Kim find that firms greatly benefit from adopting Data Driven decision-making based on Business Analytics. The output, productivity, asset utilization, return on equity and market value for these firms are far superior to those firms that do not use Business Analytics.

Business Analytics and Data Scientists are here to stay and the demand can only increase.

### **Programme overview**

The Certificate Programme in Business Analytics (CBA) is designed on a schedule that minimises disruption of work and personal pursuits. The programme is a combination of classroom and technology aided learning platforms. CBA is a rigorous and challenging programme. Participants will typically be on campus for a six-day schedule of classroom learning every alternate month, for a span of 12 months, which would ideally be planned to include a weekend.

In the month of no classroom connect; the classes will be conducted over a technology aided learning platform. (Details shared in the programme calendar).

### **Benefits of business analytics**

- Improving the decision-making process (quality and relevance)
- Speeding up of decision-making process
- Better alignment with strategy
- Realising cost efficiency
- Responding to user needs for availability of data on timely basis
- Improving competitiveness
- Producing a single, unified view of enterprise information
- Synchronising financial and operational strategy
- Increase revenues
- Sharing information with a wider audience

*“Analytics and data are key tenets of our business at Everyday Health. They allow us to better analyse trends across our portfolio of health and wellness sites to create better, more insightful products and services for consumers, healthcare professionals and advertisers. Having more professionals skilled in big data is the key to the growth of any global organisation and the Business Analytics programme at the Indian School of Business will help produce these professionals.”*

**Ben Wolin,**  
CEO and Co-Founder, Everyday Health

### Programme calendar

**Commencement of programme (Term1):** Sep 30, 2017, Hyderabad and Oct 7, 2017, Mohali

**Pre-Term (Technology Aided Learning):** Jul, 2017 to Dec, 2018

**Capstone Projects and presentations:** Sep, 2018 to Nov, 2018

**Graduation ceremony:** Dec, 2018.

S. No.	Item	CBA
1	Tenure of the programme	Pre-term + 15 Months
2	Online teaching hours	180
3	Class room teaching hours	250 (30 class room days)
4	Total teaching hours	430
5	Capstone project	After completion of courses (Months13-15)
6	Preterm course	Synchronous modules (R, Python, Data Structures, RDBMS, Probability and Statistics)
7	Applied Modules	Financial Analytics, Marketing Analytics, Pricing Analytics, Retail and Supply Chain Analytics, Social Media and Web Analytics
8	Specialized modules	Big Data Management, Deep Learning & IOT and Text Analytics

## Programme format

The participants will be on campus for a six-day schedule of classroom learning and evaluation every alternate month, for a span of 12 months. The schedule will include full days of teaching and evenings will be used for guest lectures, projects, group work and exams. Participants will be required to stay on campus during those classroom days. The participants will work on capstone project for 3 months after Term 3.

SAS module is offered as an extra module and the fee would be based on the module selected.

## Curriculum\*

The comprehensive Certificate Programme in Business Analytics curriculum provides a framework through which participants learn to enhance their management skills, expand their knowledge of business analytics, and gain a strategic perspective of the retail industry. The programme's courses and the final project are designed around the

real-world integration of business disciplines. Apart from these courses there will be a preterm course, which will have to be completed before the programme begins.

## Modules

- Business Fundamentals
- Data Collection
- Data Visualization
- Text Analytics
- Big Data Management
- Statistical Analysis 1: Estimation and Testing
- Statistical Analysis 2: Regression Modeling
- Statistical Analysis 3: Advanced Methods
- Simulation
- Optimization
- Data Mining 1: Unsupervised Learning
- Data Mining 2: Supervised Learning
- Deep Learning and IoT
- Forecasting Analytics
- Marketing Analytics
- Retail and Supply Chain Analytics

- Pricing Analytics
- Financial Analytics
- Social Media and Web Analytics
- Practicum and Critical Thinking using Data
- SAS (optional)
- Capstone Project (for three months after Term 3)

## Pre-Term modules (online)

- RDBMS
- Data Structures
- Descriptive Statistics
- Probability
- R
- Python

## Pedagogy

- Case studies
- Mini projects
- Action learning projects
- Simulations
- Extensive tutorials
- Online/offline evaluations
- Peer learning

*\*for a detailed curriculum visit <http://www.isb.edu/certificate-programme-in-business-analytics>*



## Eligibility

- The programme is designed for professionals who are already working in analytics to enhance their knowledge as well as for those with analytical aptitude and would like to start a career in analytics. Also, those who need to use quantitative techniques to arrive at most effective decisions will find this programme stimulating and challenging
- Targeted segment should have at least two years of work experience (desired experience is four to eight years). For profiles with exceptional qualifications, the experience criteria may be waived
- The applicant should have a bachelor's degree in engineering / masters in statistics / computer science / information system mathematics etc. or an equivalent qualification in any discipline
- The participants would be spread across functions like marketing, operations, supply chain management, finance etc. and general management in various industries
- Freshers with an analytical bent of mind and superlative academic credentials would also be considered

## Faculty

Leading faculty from global B-schools

### Faculty director

**Bhimasankaram Pochiraju**,  
Clinical Professor of Statistics and Executive Director-Applied Statistics and Computing Lab, Faculty Director-Certificate Programme in Business Analytics.

## Faculty board

**Sridhar Seshadri**,  
Deputy Dean – Operations and Area Leader Operations Management, ISB.

**Bhimasankaram Pochiraju**,  
Faculty Director for Certificate Programme in Business Analytics, Executive Director, ASC Lab, ISB

**Dr. Shailesh Kumar**,  
Chief Scientist & Co-Founder, ThirdLeap Inc.

## Student testimonials

“ISB’s Business Analytics Programme has entirely changed my outlook towards business decisions. The course is an excellent blend of theory and pragmatic applications to business.”

**Sudarson Roy Pratihar**  
Vice President, Fintech Lab, VirtusaPolaris

“The CBA programme is perfectly designed, with the right ingredients of analytical depth, functional breadth and business acumen, keeping in mind the global need of tomorrow. Furthermore, CBA is an important tool to be equipped with for any aspiring CAO/CDO.”

**Mitesh Vora**  
Director, Advanced Analytics CoE, Flextronics

“ISB’s CBA is the perfect amalgamation of a great curriculum, top global faculty and peers with extremely diversified experience. The programme provided just the right combination of concepts in statistics, machine learning, industry-specific models, relevant case studies and other tools. It has been a truly enriching experience.”

**Shweta Gaur**  
Senior Architect, Infosys

## Programme fee

The fee for the programme is Rs. 7,50,000 plus service tax (as applicable). The fee covers the following:

- Admission fee
- Tuition fee
- Course material
- Accommodation and food on campus

Participants will have to bear the travel cost to attend classes and will have to procure their own laptops for the programme. Programme fee does not include reference books.

SAS fee would be extra as per the module selected.

## Financing options

### CREDILA

*A subsidiary of HDFC Limited [www.credila.com](http://www.credila.com)*

### AVANSE

*A subsidiary of DHFL Limited [www.avanse.com](http://www.avanse.com)*

### Axis Bank

[www.axisbank.com](http://www.axisbank.com)

For installment options please contact us.



## Launch of Mohali Inaugural batch

The Indian School of Business is proud to be launching the first batch of the Certificate Programme in Business Analytics (CBA) at its North Campus, in Mohali. After four lucrative years in Hyderabad, it's time we extend this successful programme to our other campus.

The CBA is a 15-month blended programme in Analytics for working professionals. With 8 intakes, the Hyderabad campus saw 6 batches graduate from it. Every batch has an average intake of 100 professionals, and we have over 800 participants at the moment that would fill the talent gap in the industry and take up leadership positions. At the moment, we have two intakes a year in Hyderabad – September and February. And beginning October 2017, Mohali will see the first batch of the CBA, and applications are invited from March 10, 2017 (details are mentioned in the admission calendar).





### Residency Calendar for CBA 2017, Winter

Visit No	Term	Hyderabad Dates	Mohali Dates
1	Term 1	Sep 30 – Oct 5, 2017	Oct 07 – 12, 2017
2	Term 1	Nov 25 – 30, 2017	Dec 02 – 07, 2017
3	Term 2	Jan 13 – 18, 2018	Jan 29 – Feb 03, 2018
4	Term 2	Mar 10 – 15, 2018	Mar 17 – 22, 2018
5	Term 3	May 12 – 17, 2018	May 19 – 24, 2018
6	Term 3	Jul 14 – 19, 2018	Jul 21 – 26, 2018
7	Graduation	Dec 14 – 16, 2018	Dec 21 – 23, 2018

*The tentative programme schedule for the year 2017 - 18 is indicated here. Please note that while every effort will be made not to change the dates in the calendar, ISB still reserves the right to modify the schedule due to factors beyond its control.*

*“Analytics is an ever emerging, complex problem as the global data will expand exponentially. Big data and contemporary analytics are particularly germane to our solution set at One Ocean, and so we were of course, very pleased to see it covered in the certificate programme at the ISB, which led to our enthusiastic endorsement and participation. We believe that together, academia and industry can work hand-in-hand to build thought leaders to address today’s problems while cultivating tomorrow’s innovations.”*

**Don W. Davis,**  
President and Chief Executive Officer, One Ocean Corporation

### Admission calendar

S. No.	Descriptions	Date
1	Applications open	Feb 24, 2017
2	Online test*	Jun 10, 2017
3	Commencement of interviews	Jun 12, 2017
4	Final list of selected candidates	Jul 15, 2017
5	Preterm	Jul 20, 2017
6	Commencement of Term-1 classes	Sep 30, 2017



\*GMAT/GRE/CAT scores can be considered as per the cut offs decided by the academic team. (For Online test exemption)



## Indian School of Business, Hyderabad | Mohali

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