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Post Graduate Program (PGP)

BUSINESS ANALYTICS AND DATA SCIENCE

RESEARCH, CONSULTANCY & TRAINING WING

PRESTIGE INSTITUTE OF MANAGEMENT AND RESEARCH, INDORE (PIMR)

An Autonomous Institute in 1994, Accredited Twice Consequently by UGC (NAAC) with Grade 'A'

POST GRADUATE PROGRAM IN BUSINESS ANALYTICS & DATA SCIENCE

INTRODUCTION

The analytics industry is growing leaps and bounds and the need for trained manpower is very high. As per NASSCOM Risk Analytics industry will be of Rs.2.5 Billion by 2020, marketing analytics industry size will be around 1.2 Billion and similar growth will be observed in other areas of analytics. It is estimated that there will be need for around 5 Lakh professionals by the end of 2020 in analytics and data science.

As most of the companies adopt data driven decision-making based on business analytics to improve their output, productivity, asset utilization, return on equity and market value. The Program is designed to equip the professionals and aspiring students to develop requisite skills for working in the business analytics data sciences industry through use of tools like R, SAS and SPSS to assist in strategic decision making, market research and data analytics. At the same time, participants will develop a sound theoretical framework with insight into practical implementations.

OBJECTIVE

The main objective of this program is to develop working professionals & students in the area of analytics.

Overview of possible Career Progression Path in Analytics Industry

Experience Level	Entry Level (0-6 years)	Mid-Level Experience (7-12 years)	Advance Level Experience (12+ years)
Salary Range*	Rs. 4- 6 Lakhs	Rs. 7-16 Lakhs	Rs. 24 Lakhs
Role	Data Scientist	Senior Data Scientist	Director Analytics

* Source: Analytics India Salary Study 2017 by Analytics India Magazine & Analyticlabs

WHY CHOOSE THIS PROGRAM

This PGP program offers state-of-the-art and industry-ready curriculum delivered by best in class faculty. PIMR offers excellent campus and infrastructure. The participants of the program will have the opportunity for industry interface which ensures continued exposure and interaction with industry and facilitated by technology-enabled learning.

PROGRAM CURRICULUM

The program is offered in three trimesters with a combination of class-room teaching and technology aided learning. In addition, the participants will be required to do an internship of two months duration on an analytics project in a business organization.

S. No	Trimester 1	Trimester 2	Trimester 3	Project
1.	SAS: Basics & Application	Advance Statistics	Marketing and CRM	
2.	Statistical Methods For Decision Making	Hadoop	Supply Chain And Logistics Analytics	
3.	Optimization Techniques	Big Data Analytics	Retail Analytics	
4.	Predictive Modeling	Introduction To Business Analytics	Machine Learning	
5.	Data Mining	Web And Social Media Analytics	Finance & Risk Analysis	
4.	R: Basics and Application	Data Visualization	HR Analytics	
Duration	3 Months	3 Months	3 Months	2 Months

WHO SHOULD ATTEND

- Working professionals in various industry domains who want to up-skill themselves in data analytics so as to accelerate their career progress.
- Entrepreneurs who require hands on knowledge on business analytics and statistical tools to perform data analytics for their business.
- Business Heads and Business Unit Leaders who wish to rely on scientific approach for strategy formulation .
- IT executives who want to transform their career.
- Students and young enthusiasts who wish to go on board on a career in this much sought after knowledge area.

PROGRAM PEDAGOGY

Class Room Learning: The program consists of 720 hours of classroom sessions delivered by PIMR faculty and industry professionals. This ensures that the program imbibes PIMR academic elegance and Industry's Business relevance.

Online Learning Management System: All candidates will have access to the online LMS that hosts content (classroom recordings, discussion forums, assignments, reading material) and live webinars to enable the candidates continue their learning during on campus. The LMS provides an innovative learning environment that encourages collaborative approach between the candidates thus paving the way for maximizing learning effectiveness.

Experiential Learning: This program is designed to transform candidates to business ready analytics professionals through hands on experiential learning on relevant tools. This is achieved through an experiential learning format wherein participants practice exercises and assignments on software packages such as SAS, R and Tableau.

Industry Perspective: This is an important component of the program that complements and substantiates the learning with an applied orientation. The participants get the opportunity to listen to eminent speakers from leading analytics companies and assimilate the best practices discussed by them.

Internship: All candidates would be pursuing an application oriented live project in the field of business analytics. The project shall be mentored and evaluated by faculty from PIMR or Industry.

PROGRAM FORMAT

This program has about 720 hours of learning comprising of classroom learning with online support. The calendar is designed such that most classes are conducted at convenient time thereby causing minimal disruption to work schedule.

PLACEMENT ASSISTANCE

Placement assistance would be provided to the students on successful completion of the program.

PROGRAM FACULTY

Leading Faculty from PIMR, distinguished visiting faculty and experts from industry including Data Science companies will deliver the courses.

ADMISSION DETAILS

Eligibility: Applicants should have Bachelor's Degree in any discipline with a minimum of 50% aggregate marks in graduation or equivalent. Preference will be given to candidates with Engineering, Mathematics, Statistics, and Economics and MBA background. For applicants with exceptional qualification and/or industry experience, a relaxation in the minimum eligibility criteria may be considered.

PROGRAM DURATION: 11 months

PROGRAM FEES

₹ 2,00,000/- per participant. This includes cost of LMS, Tuition fee, Software licenses, Study material and all other academic exercises. It does not include lodging, boarding etc.
Caution Money Deposition: ₹ 10,000/-

FEE SCHEDULE

Semester 1 - ₹ 1,00,000/-
Semester 2 - ₹ 50,000/-
Semester 3 - ₹ 50,000/-

CERTIFICATION

'Post Graduate Program on Business Analytics & Data Science' certificate shall be awarded on successful completion of program by PIMR.

ADMISSION PROCEDURE

a. Screening: The faculty panel will review all the applications and shortlist candidates based on their profiles.
b. Interview: The shortlisted candidates will then be going through an automated telephonic interview round which will then be reviewed by a faculty panel.
c. Admission: The admissions will be conducted on a rolling basis and the admission process shall be closed once the requisite number of candidates has taken admission into the program.

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