

PG Certificate in Management

Business Analytics

Program

PGCM BA is a one year program in analytics. The course offers a unique combination of domain knowledge in Analytics with practical inputs. Data analytics is helping to user in a digital revolution and driving revenues for Companies across the Industry like Retail, Banking, Insurance etc. Approximately nearly a fifth of the IT companies world wide plan to hire for Business Analytics skills in the next 12 months.

Course Objectives

The course is designed to prepare students for a career in Analytics and enhance capabilities and effectiveness of working professionals already in this field. The Objectives of the program are to :

- Provide students with an overview and current status of Analytics in India.
- Prepare the students in understanding Analytics by providing them relevant Concepts of Mathematics, Statistics and Information Technology.
- Train the students in the usage of various Analytical Tools available.
- Understand role of Analytics in the current e-commerce Industry.
- Discuss innovative strategies for marketing of various products using Analytics.



Importance of Analytics and Big Data

Analytics is a field of data analysis. Analytics often involves studying past historical data to research potential trends, to analyze the effects of certain decisions or events, or to evaluate the performance of a given tool or scenario. In today's business world the companies that are getting ahead are using lots of analytics to make the right decisions.

Big Data is an evolving term that describes any voluminous amount of structured, semi-structured and unstructured data that has the potential to be mined for information. Big Data Analytics is the process of examining large data sets containing a variety of data types. This data, when captured, formatted, manipulated, stored and analyzed can help a company to gain useful insight to increase revenues, get or retain customers and improve operations.

Career Opportunities in Business Analytics

Individuals who have ability to analyze and draw insights from large pool of data are receiving higher pay than IT professionals. In India, the following industries are recruiting more of Analytics Talent:

- Market Research Analyst.
- Data Scientist
- Management Analyst.
- IT & Consulting
- Social Media Organizations
- E-Retail Companies
- Pharma Sector
- Defence & Government Agencies
- Manufacturing
- Banking & Financial Sector
- Supply Chain Management
- Project Management or Consultancy and Many More....
- There is acute shortage of Analytics Professionals in the World today.

Course Content

The subjects are continuously reviewed to suit new developments and Placement opportunities.

The course curriculum will broadly cover the following subjects :

- Statistics for Analytics
- Economics for Analytics
- Principles and Practices of Insurance & Banking
- Fundamentals of Finance, Accounting & Investments
- Introduction to Marketing & Market Research
- Computer Systems and Architecture
- Design of Algorithms
- Database Management Systems
- Data Management and Data Mining
- Stochastic Processes and Modelling
- Understanding Business Analytics
- Life Cycle of Business Analytics
- Metrics in Business Analytics
- Basics of Machine Learning
- Introduction to Big Data
- Analytical Tools: R, Advanced Excel, SPSS, Tableau, SAS, SQL and Python

Eligibility

Any Graduate with Knowledge of Mathematics / Statistics.

Persons writing their final exams can also apply. Admissions will be based on personal interview.

Duration : One Year
(Approved by AICTE)

Course Fee : ₹ 3.20 Lakhs

Course Starts : July, 2020

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