ISB-BIOCON CERTIFICATE PROGRAMME
IN BUSINESS ANALYTICS
2016-17
Business analytics is one of the fastest growing business job specialisation due to the extensive use of electronic databases for record-keeping and e-commerce in the digital economy.

According to a recent *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 analytics is the use of statistical tools and techniques:**

- Find patterns in your data for further analysis - e.g., product association
- Detect outliers from the huge data points - e.g., fraud detection
- Identify relationships within the key data variables for further prediction - e.g., next likely purchase from the customer
- Provide insights as to what will happen next - e.g., which of the customers are leaving us
- Gain the competitive advantage

**Programme overview**

The ISB-Biocon 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 platform. Participants will typically be on campus for a five-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. The contact hours in this platform would be 24-hours a month and every alternate month. (Details shared in the programme calendar).

CBA is a rigorous and challenging programme. The schedule will include full days of teaching and evenings will be used for guest lectures, projects, and group work. Participants will be required to stay on campus during those classroom days.

**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

Arrival on campus: 12 Feb, 2016
Commencement of programme: 13 Feb, 2016 8:00 am
Inauguration: 14 Feb, 2016
Classroom/tutorials/cases/TAL (Technology Aided Learning): 13 Feb, 2016 to Jan, 2017
Projects and presentations: Aug, 2016
Graduation ceremony: Feb, 2017

Programme format

Participants will typically be on campus for a five-day schedule of classroom learning every alternate month for a span of 12-months, which would ideally be planned to include a weekend. CBA is a rigorous and challenging programme. The schedule will include full days of teaching and evenings will be used for guest lectures, projects and group work. Participants will be required to stay on campus during those classroom days.

SAS module is given and the fee would be based on the module selected.

Curriculum*

The comprehensive ISB-Biocon 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 are preparatory courses which will have to be completed before the programme begins.

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

Contact Session Hours - 286 (Includes industry experts talk)
Online Session Hours - 144**

The tentative programme schedule for the year 2016-17 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.

**(Includes tutorials, tests, mini projects and few modules)
Modules
- Statistical analysis:
  1. Estimation and testing
- Data management 1
- Operations: 1. Simulation
- Data management: 2. Big data
- Statistical analysis: 2. Regression modeling
- Data mining: 1. Unsupervised learning
- Forecasting analytics
- Contemporary analytics 1
- Operations: 2. Optimisation
- Statistical analysis: 3. Advanced statistical methods
- Data mining: 2. Supervised learning
- Contemporary analytics 2
- Data collection
- Data visualisation
- Business fundamentals
- Projects

Pedagogy
- Pre-course reading material
- Real case studies
- Mini projects
- Action learning projects
- Simulations
- Extensive tutorials
- Online/offline evaluations
- Peer learning in classroom

Eligibility
- The applicant should have a bachelor’s degree in engineering / masters in statistics 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,
Senior Associate Dean and Professor of Operations Management, ISB
Bhimasankaram Pochiraju,
Faculty Director for Certificate Programme in Business Analytics, Executive Director, ASC Lab, ISB
U Dinesh Kumar,
Professor, Quantitative Methods and Information Systems IIM B
Dr Shailesh Kumar,
Member of Technical Staff at Google

Student testimonials
“A ‘Complete Diet’ that provides all the nutrition required for a healthy Data Scientist, prescribed by the most eminent instructors and practitioners in the field of analytics.”
Arun Prakash A
Statistical Analyst/ Data Scientist, Visual IQ.

“A beautifully crafted programme that balances regular and online course work to fit in with our work schedules and enhanced by opportunities to engage with leading faculty and outstanding peers.”
Garima Jena
Vice-President, G3 Group
“The CBA is a career enriching programme that provides an ideal mix of key concepts and theory and hands on application through real case studies and datasets from industry.”
Sneha Komma
Data Specialist, Google India (Global Logic Inc.)
“CBA programme has affected my approach towards looking at a problem and solving it more effectively. It has changed my perception that ‘not all problems have a solution’. I’ve enjoyed being part of this programme.”
Haneesh Reddy
Analyst Programmer - Accenture Services Private Limited

Programme fee
The fee for the programme is Rs. 6,00,000 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
AVANSE
A subsidiary of DHFL Limited
www.avanse.com
Axis Bank
www.axisbank.com
For installment options please contact us.
“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

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<thead>
<tr>
<th>S. No.</th>
<th>Descriptions</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Applications open</td>
<td>15 Oct, 2015</td>
</tr>
<tr>
<td>2</td>
<td>Last date for receiving application</td>
<td>16 Dec, 2015</td>
</tr>
<tr>
<td>3</td>
<td>Online test*</td>
<td>19 Dec, 2015</td>
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<tr>
<td>4</td>
<td>Commencement of interviews</td>
<td>23 Dec, 2015</td>
</tr>
<tr>
<td>5</td>
<td>Final list of selected candidates</td>
<td>19 Jan, 2016</td>
</tr>
<tr>
<td>6</td>
<td>Blocking fees</td>
<td>As per the admission offer</td>
</tr>
<tr>
<td>7</td>
<td>First installment</td>
<td>As per the admission offer</td>
</tr>
<tr>
<td>8</td>
<td>Last installment</td>
<td>As per the admission offer</td>
</tr>
<tr>
<td>9</td>
<td>Commencement of programme</td>
<td>13 Feb, 2016</td>
</tr>
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*GMAT/GRE/CAT scores can be considered as per the cut offs decided by the academic team. (For Online test exemption)