SENIOR EXECUTIVE PROGRAMME FOR BUSINESS ANALYTICS: APPLICATIONS AND ADVOCACY

ISB PHASE: JUN 18 - 22, 2014
UT AUSTIN PHASE: JUL 27 - AUG 1, 2014
SAS VISUAL ANALYTICS PHASE: 2ND WEEK OF SEP 2014
The widespread proliferation of IT influenced economic activity leaves behind a rich trail of micro-level data. Yet, most organisations are data rich but information poor. Emerging technologies such as RFID, weblogs, social networks, website usage tracking and vast amounts of online information (such as product ratings and bid histories) have the potential to reveal important information about consumer, supplier and competitor preferences to those that have the ears to listen. This certification programme helps you:

- Be aware of the potential of business analytics in today’s data rich environment
- Become familiar with leading edge applications and opportunities for leveraging business analytics in different organisations
- Gain a practical understanding of the key business analytics methods, from state-of-the-art data visualisation to predictive analytics and data mining techniques
- Understand how to evaluate the potential and outcome of business analytics implementations
- Know how to decide when to use which technique
- Use prediction models to help strategise the course of your company

PROGRAMME FORMAT
A programme done in collaboration with Indian School of Business and McCombs, UT in USA, excellent academic environment in the two schools, well researched pedagogies and highly acclaimed faculty will be the distinguishing features. An extensive 2.5 weeks certification programme with 1 week in ISB and 1 week at McCombs, UT and 3 days of SAS Visual Analytics. Application project work (in workplace) with periodic interactions, project/case presentation and certificate completion. Total time from start to finish is four months.

Certification criteria: Evaluation on the modules taught and process followed by participants on an individual/team basis for the project work to ensure importance is given to both the end result as well as the path adopted.

WHAT YOU WILL GAIN
- Role of regression in analytics, survival analysis & missing value patterns
- Map reduce programming model to crunch and analyse big data & big data text analytics for understanding and mining large volumes of unstructured text data
- Regression and time series paradigms of forecasting
- Data visualisation & text visualisation
- Data Mining - Classification and prediction, Principal components, Clustering etc.
- Marketing Analytics: researching and modeling for consumer insight
- Supply chain Analytics: Procurement and supplier management: managing the upstream processes & Logistics and Inventory Management: managing the downstream processes
- Finance & Accounting
- Project Leadership & Advocacy: Leading the Project Team, Conflict Resolution in Teams, Entrepreneurship: Idea Validation & Change Management
- How to explore and discover data and build insightful dashboards and reports using SAS Visual Analytics. You will learn how to leverage self-service analytics features and capabilities of SASVA.

PARTICIPANT PROFILE
This programme targets professionals and leaders from the Analytics domain across industries & functions. Senior leaders in a company who are involved in decision making. Typical profiles include BI Directors, Brand Managers, Business analysts, Sales Director, Customer Service Director, CMOs, CIOs, Heads of Operations and Research, Heads of Digital Marketing and e-commerce operations.

PROGRAMME CONTENT
Coverage during ISB Leg – 1 week
1. Overview of statistics
2. Data Management
3. Data Visualisation
Programme fee
INR 6,95,000 plus tax, fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability. INR 45,000 plus taxes for the SAS module.

Programme dates
**ISB Phase:** The programme starts at 9.00 am on Jun 18, 2014 and concludes at 5.00 pm on Jun 22, 2014.
**Venue:** ISB, Hyderabad Campus

**UT Austin:** The programme starts at 9.00 am on Jul 27, 2014 and concludes at 5.00 pm on Aug 1, 2014.
**Venue:** UT Austin Campus

**SAS Visual Analytics Phase:** 2nd week of Sep 2014.
**Venue:** ISB, Hyderabad Campus

How to apply
- Download the application form from [www.isb.edu/cee/apply](http://www.isb.edu/cee/apply) and follow the mailing instructions mentioned therein (or)
- Write to us at execed@isb.edu for more details (or)
- Call us on +91 40 2300 7041/42

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### Programme without dates

#### Coverage during McCombs Leg – 1 week
1. Marketing – 1 day
2. Supply Chain – 1 day
3. Finance – 1 day
4. Project Leadership & Advocacy – 1 day
5. Capstone Case – 0.5 day
6. Company Visit or Industry speakers – 0.5 day
7. TAL Platform – approx. 12 hours of homework

#### PEDAGOGY
Academic sessions, practitioners views & simulations, proprietary exercises and case studies, extensive company visits, project work to contextualise the course for each participant within their firm, immersion in a developed and an emerging economy country.

#### FACULTY
Best of Faculty at ISB, UT Austin and Industry Subject matter experts.

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### ISB CEE ALUMNI
ISB CEE has a strong alumni community of more than 25,000 business leaders, senior professionals and entrepreneurs. Participation in CEE programmes makes you a part of this elite and vibrant community and gives the opportunity to network with high-achieving peers across diverse industries. CEE alumni gain exclusive access to premium learning events, including speaker series, conferences and learning sessions.

To know more please mail us at cecalumni@isb.edu