Business Analytics is one of the fastest growing business job specialisations as a result of the extensive use of electronic databases for record keeping and electronic 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 & techniques to:

• 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 programme is designed on a schedule that minimizes 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 5 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 program calendar)

CBA (Certificate Programme in Business Analytics) 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 & 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 tenants of our business at Everyday Health. They allow us to better analyze 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 key to the growth of any global organization and the Business Analytics program at the Indian School of Business will help produce these professionals.”

Ben Wolin, CEO & Co-Founder, Everyday Health
Programme Calendar

**Ar r i vAl t o cAm u s: s e p 27, 2014**
(5:00 pm onwards)

**co m m e n c e m e n t o f p r o g rAm m e: s e p 28, 2014**

**IniAu g uAt i o At i o: s e p 28, 2014, 8:30 Am t o 9:00 Am**

**cLa ss ro o m/tu t o r iAl s/cAs e s/tAl (te c h n o l o g y Ai d e d leAr n i n g): s e p 28, 2014 – J u l, 2015**

**pr oJe c t & pr e s e nAt i o At i o s: Au g, 2015**

**grAd uAt i o n ce r e m o n y: s e p, 2015**

The tentative programme schedule for the year 2013-14 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.

**c o n tAc t se s s i o n ho u r s** - 286 (Includes Industry experts talk)

**o n l i n e se s s i o n ho u r s** - 144**

*Includes Tutorials, Tests, Mini Projects & few Modules*

Programme Format

Participants will typically be on campus for a 6 day schedule of classroom learning every month for a span of 11 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 CBA 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
Modules

- Statistical Analysis 1: Estimation & 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

Eligibility

- 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. Those who need to use quantitative techniques to arrive at most effective decisions will find this program stimulating and challenging
- Targeted segment should have at least 2 years of work experience (desired experience is 3-6 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, 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 analytic bent of mind & superlative academic credentials would also be considered

Pedagogy

- Precourse Reading Material
- Real Case Studies
- Mini Projects
- Action Learning Projects
- Simulations
- Extensive Tutorials
- Online / Offline evaluations
- Peer learning in Classroom

Faculty Board

Mr. Karthic Bala, Everyday Health
Prof. Bhimasankaram Pochiraju, ISB (Faculty Director)
Prof. Debasis Sengupta, ISI
Prof. Sridhar Seshadri, ISB
Prof. Galit Shmueli, ISB

Programme Fee

The fee for the programme is Rs. 600,000 plus service tax (as applicable). The fee covers the following:
- Admission fee
- Tuition fee
- Course material
- Accommodation and food during days of classes

Participants will have to bear the travel costs 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

For Installments options please contact us.

Faculty

Leading faculty from global B-schools

Faculty Director

“Analytics is an ever emerging, complex problem as our global data needs expand exponentially. Big data and contemporary analytics are particularly germane to our solution set at OneOcean, and so we were of course very pleased to see it covered in the certificate program at 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 tomorrows innovations.”

Don W. Davis,
President & Chief Executive Officer, OneOcean Corporation

Admission Calendar

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Descriptions</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Application open for Batch three</td>
<td>February 27, 2014</td>
</tr>
<tr>
<td>2</td>
<td>Last date for receiving application</td>
<td>June 25, 2014</td>
</tr>
<tr>
<td>3</td>
<td>Online test(^a)</td>
<td>June 28, 2014</td>
</tr>
<tr>
<td>4</td>
<td>Commencement of Interviews</td>
<td>July 01, 2014</td>
</tr>
<tr>
<td>5</td>
<td>Final list of selected candidates</td>
<td>July 24, 2014</td>
</tr>
<tr>
<td>6</td>
<td>Blocking Fees</td>
<td>July 31, 2014</td>
</tr>
<tr>
<td>7</td>
<td>First Instalment</td>
<td>August 16, 2014</td>
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<tr>
<td>8</td>
<td>Last Instalment</td>
<td>August 31, 2014</td>
</tr>
<tr>
<td>9</td>
<td>Commencement of programme</td>
<td>September 28, 2014</td>
</tr>
</tbody>
</table>

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