

Certificate Program in Business Analytics

Last Date for Registration - 02nd November, 2015

Course Commencement - 08th November, 2015

Programme Overview

Business analytics (BA) refers to the skills, technologies, applications and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Increases in computing power and the amount of data collected have led to the development and widespread adoption of analytics by numerous industries.

The proposed programme on Business Analytics will combine coursework on developing analytical thinking, introductory and advanced statistical concepts, and applications across wide section of industry and functional domains.

In partnership with SAS, a 5-day 'Statistical Business Analyst' programme will be conducted by SAS leading to SAS Certification as well. This program will be delivered by SAS at the end of the Certification Program offered by NMIMS. The students will be provided by the SAS course material and the necessary software package with validity over the training period.

Rationale

Current day IT enabled organizations generate massive amounts of data (often referred to as "Big Data") from transactions, business interactions, social exchanges and sensors. Such data provides immense opportunity to use information to better-run the business.

This data continues to grow exponentially with increased adoption of Internet and mobile technologies. There is an expected shortage of talented analysts who can help organizations work with this much big data.

Big data: The next frontier for innovation, competition, and productivity McKinsey Global Institute's estimates that by 2018, "the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions."

Programme Architecture

Certificate Program in Applied Business Analytics

9-month weekend Program with 6 Hrs/week

Followed by a 5-day 'Statistical Business Analyst' program that will be conducted by SAS leading to SAS Certification as well.

Programme Objectives

Create a breed of industry ready trained Analytics professionals
Develop the talent that will take their organization's analytics capability to the next level
Understand how analytics and big data affect various functions including marketing and the supply chain, both now and in the future
Appreciate the impact of analytics and big data on the information industry and the external ecosystem for analytical and data services

Unique Features of the Proposed Programme

Focus on behavioral aspects of building analytics professionals and organizations
Study of industry / functional application of business analytics
Informal / formal talks by industry professionals
Blend of technology, quantitative techniques and functional domain
Participants will be provided exposure across variety of tools viz. Microsoft Excel, R, SAS, SPSS

Certificate Program in Business Analytics - Course Structure

Term	Course	Structure	Credits	No. of hours	No. Of sessions
Term I - 10 weeks - 60 sessions					
1	Business Analytics – The Big Picture	Class room	1.5	15	10
1	EXCEL VBA and R Primer	Class room	3	30	20
1	Statistics for Business Analytics	Class room	3	30	20
1	Analytics Lab -1 *	Lab		15	10
	Exams will be held during Term II		7.5	90	60
Term II - 15 weeks - 90 sessions + exams					
2	Data Visualization (Tableau) – 15 Sessions	Class room	1.5	15	20

2	Advanced Statistical Techniques – Class room Prediction and Forecasting, Optimization	3	30	20
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2	Financial Analytics	Class room	1.5	15	10
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2	Marketing Analytics	Class room	1.5	15	10
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2	HR & Operations Analytics	Class room	1.5	15	10
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2	Analytics Lab -2*	Lab		15	10
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2	Analytics Lab -3*	Lab		15	10
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	Exams will be held during Term III		9	120	90
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Term III - 15 weeks - 70 sessions + Exams + closure

3	Contemporary Analytics (Web, Social Media, Retail, Pharma, Supply chain)	Class room	1.5	15	20
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3	SAS Training & Certification	Lab	4	40	20
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3	Analytics Lab -4*	Lab		15	10
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3	Comprehensive Project (Independent Study)	Field /Library	3	30	20
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			8.5	100	70
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End-term Exams

Project Viva & Presentations

Graduation Ceremony

* Self Practice

Credits **No. of** **No. Of**
hours **sessions**

TOTAL PROGRAM

25

310

220

SAS Programme

5-day 'Statistical Business Analyst' program that will be conducted by SAS leading to SAS Certificate as well.

Eligibility Criteria

Working professionals with above 2 years experience with need to use strong quantitative techniques for decision making

Deep understanding of the challenges in the industry that they work in

Good exposure to broad range of IT tools. Should appreciate how Information Technology impacts business strategy

Exposure to business intelligence preferred

For further details please contact:

Ms. Mallika

Email ID: admissions.hyderabad@nmims.edu

Tel: 040-2700 4842, 2701 5556 Ext: 220 / 99634 77801

Ms. Smita Rao, Coordinator

Tel: 040-2700 4842, 2701 5556, Ext: 243 / 96769 99561/ 2

Email: Smita.Rao@nmims.edu