

PGDM – Business Analytics

Executive PGDM – Business Analytics

Globalization and internet penetration eroded the geographical and personal spaces as world become more accessible and data pervaded everything. As a result traditional business models based on access to physical resource and market were not sufficient to ensure competitive advantages and it was increasingly felt that **Decision Making Skill has emerged as a Key Differentiator among companies.**

It is in this context, **IISWBM, a premier B-School of the country**, known for offering contemporary and relevant courses in field management and social sciences, started offering **Analytics Programme** since 2015. It was a **full time PGDM programme in Big Data Analytics of 12 months comprising 2 semesters**. Over the last few years, it was realized that persons with domain expertise can add significant value to their exiting companies if relevant knowledge of analytics can be transferred. To cater the need of industry to provide better Business Insight and Intelligence, a course for the Executives was developed and was offered in 2017.

Details of Programmes:

- **PGDM – Business Analytics (12 months, full time) – 2 semesters + Captstone Project**
- **Executive PGDM – Business Analytics (15 months, weekend) – 2 semesters + Capstone Project**
- **Existing Course Fees :**
 - **Rs. 2.25 lakhs (to be paid in 2 installements) for both the programmes**
 - **Caution Deposit : RS. 10,000 (returned upon successful completion of the programme)**

The programmes essentially put its emphasis on **DBMS & SQL, Data Visualization, Optimization, Multivariate Data Analysis, Time Series, and Data Mining**. The students are trained to master application of the following analytical tools like -

- **Spreadsheet Modeling**
- **SPSS**
- **Programming in R**
- **Programming in Python**
- **Application of SAS for multivariate data analysis.**

That apart, to enhance the employment prospect of the students the **Willey Certificate on Big Data Analysis** has also been embedded into both the full time and executive programmes. To know details about the programme you may visit **Room No. 207 (opposite Central Library)** or you may also reach us at the following contact numbers –

- **EPABX: 91- 33 - 2241 3756 , 22415792 ,2241 8694, 2241 8695 Extension 170**
- **Direct Land Line No. : 033-65550039**The course is offered in collaboration with



iNurture Education Solutions Pvt. Ltd., Bangalore.

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