New-Age Postgraduate Programme

PGDM – Big Data Analytics
(1 Year Full Time Programme)

"Collaborative program of IISWBM and iNurture Education Solutions"
Business Analytics

Most industry sectors have recognized the value that Business Analytics can provide in not only driving compelling Business Solutions, but also in helping them to differentiate themselves to customers, investors and regulators. The global Business Analytics is a USD 105 billion market, growing at a Compounded Annual Growth Rate (CAGR) of 8%. India, with its surfeit of talent, has become the Analytics hub for organizations across the world. Large corporates such as Walmart, Target, Citibank, ICICI Bank, Airtel and Vodafone are increasingly adopting analytics in their processes. Consulting giants such as PwC, IBM, Accenture and Infosys have large teams offering Analytics solutions to their clients. All of this translates into huge global and domestic demand for Business Analytics professionals.

* *Collaborative program of IISWBM & iNurture

Course Objective

The curriculum of the PGDM – Big Data Analytics (1 year, Regular Programme) is designed to provide an in-depth hands-on understanding of Business Analytics’ techniques to analyze and solve problems conceptually and practically.

Course Particulars

Course Name
PGDM – Big Data Analytics

Degree Awarded
Postgraduate Diploma in Management

Duration of the Course
1 year (2 semesters)

Fees: 2,00,000

Medium of Instruction & Examination
English

Course Timings
10:00 am - 5:00 pm (Mon to Sat)

Study Campus
Indian Institute of Social Welfare & Business Management (IISWBM)
Management House, Ramkanai Sen Line,
College Square West, Kolkata
West Bengal-700073, India
Eligibility

The minimum qualification required to apply is Bachelors degree in Science or Commerce from a recognized university or equivalent with minimum of 50% aggregate marks. The candidate is also required to score minimum 50% marks in the entrance test.

Examinations & Assessments

1. Internal tests
2. Assignments
3. Seminar presentation
4. Class tests
5. Preparatory theory and Practical examination
6. Term end Theory and Practical examination

Curriculum

Semester 1

- Business Foundation
- DBMS and Data Warehousing
- Statistics for Business
- Introduction to Business Analytics
- Spreadsheet Modeling and Decision Analysis
- Research Methodology

Semester 2

- Multivariate Data Analysis – 1
- Multivariate Data Analysis – 2
- Big Data Analytics
- Data Mining and Optimization
- Project

Career Opportunities for Business Analytics Professionals

- The global Business Analytics is a USD 105 billion market, growing at a CAGR of 8%. India, with its surfeit of talent, has become the Analytics hub for organizations across the world.
- Large corporates like Walmart, Target, Citibank, ICICI Bank, Airtel and Vodafone are increasingly adopting analytics in their processes.
- Consulting giants like PwC, IBM, Accenture and Infosys have large teams offering Analytics solutions to their clients.
- IBM's recent study revealed that “83% of Business Leaders listed Business Analytics as the top priority in their business priority list.”
- The importance of Data Mining was reinforced by a 2011 Bloomberg survey that showed 97 per cent of companies with revenues more than US$100million use Business Analytics of one form or another.
NASSCOM has estimated that from 50,000 today, the demand for Analytics professionals in India will grow to 2,50,000 in the coming two three years.

Acute shortage of qualified and skilled professionals as there are not too many focused Undergraduate and Postgraduate Programmes in this domain.

*Placement support will be provided by iNurture

Career Progression Path for Big Data Analytics professionals

<table>
<thead>
<tr>
<th>Level</th>
<th>Entry level (0-1 yrs exp.)</th>
<th>Mid Level (3-5 yrs exp.)</th>
<th>Advanced level (5 yrs plus exp.)</th>
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</thead>
<tbody>
<tr>
<td>Salary Range</td>
<td>3,50,000 - 550,000</td>
<td>5,50,000 - 1100,000</td>
<td>1200,000 +</td>
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<tr>
<td>Junior Data Management Analyst</td>
<td>Senior Data Management Analyst</td>
<td>Senior Manager Analytics</td>
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<tr>
<td>Junior Business Analyst</td>
<td>Mid-Level Business Analyst</td>
<td>Senior Manager Analytics</td>
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<tr>
<td>Data Analyst</td>
<td>Senior Data Analyst</td>
<td>Director</td>
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<tr>
<td>Junior Data Miner Analyst</td>
<td>Senior Data Miner Analyst</td>
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<tr>
<td>Junior Predictive Modeling Analyst</td>
<td>Mid-level Predictive Modeling Analyst</td>
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<tr>
<td>Research Analyst</td>
<td>Mid-level Research Analyst</td>
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<tr>
<td>Self-employed</td>
<td>Compensation commensurate with the efforts</td>
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</tbody>
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* Terms & Conditions apply

For Enquiry & Admission, Contact

Avijit Banerjee @ Mobile: + 91 9830991821 | Toll Free: 1800 9103 903 | E-mail: avijit@inurture.co.in