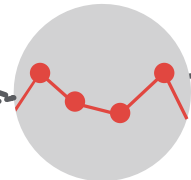


POST GRADUATE PROGRAM IN
**BUSINESS
ANALYTICS**



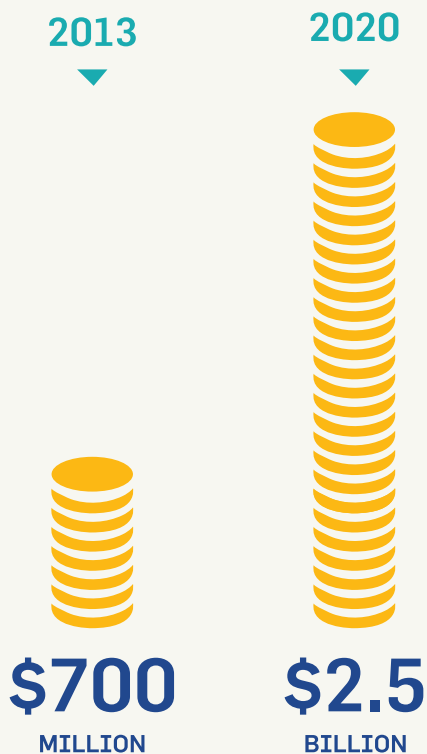
BIG DATA. BIGGER OPPORTUNITY.

PGPBA: Build a career in analytics

BIG DATA. BIGGER OPPORTUNITY.

RISK ANALYTICS INDUSTRY (INDIA) TO GROW BY 300%

Indian Risk Analytics Industry is expected to grow to \$2.5 billion by 2020 up from \$700 million in 2013 at a CAGR of 20%.



5X INCREASE IN JOBS

SUPPLY in 2013



50,000

DEMAND by 2015



2,50,000

MARKETING ANALYTICS INDUSTRY (INDIA) TO GROW TO \$1.2BN BY 2020

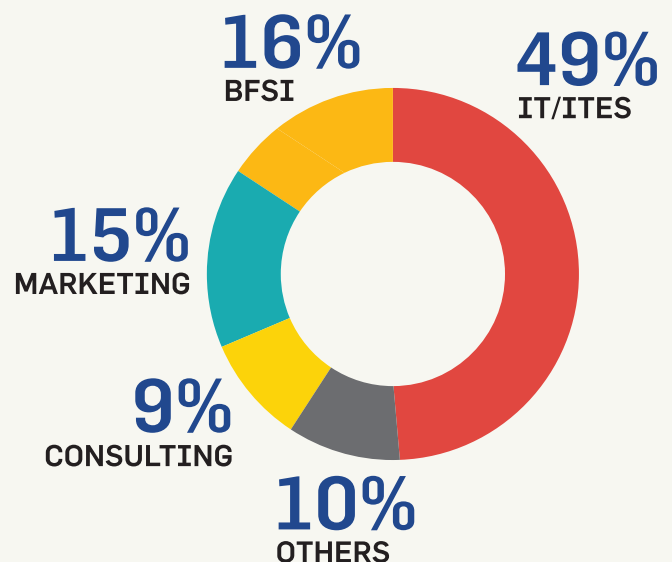
Indian Marketing Analytics Industry is projected to grow from 200 million USD to 1.2 billion USD in 2020 at a CAGR of 25%.

2013 ▶ **\$200** MILLION USD

2020 ▶ **\$1.2** BILLION USD

25% CAGR

INDUSTRY WISE EMPLOYMENT OF ANALYTICS PROFESSIONALS IN INDIA



Sources: NASSCOM, McKinsey, Heidrick and Struggles

CURRICULUM

MODULE	TOPICS
Module 1	Financial Statement Analysis Marketing and CRM
Module 2	Data Analysis and Statistics in Decision Making Supply Chain and Logistics Management Introduction to SAS
Module 3	Advanced Statistics Digital Commerce Data Management & Exploration in Business Analytics using SAS
Module 4	Predictive Analytics Data Mining and Visualization Modeling using SAS
Module 5	Optimization Techniques Credit Risk, Fraud and other financial analytics Marketing and Retail Analytics Web and Social Media Analytics Supply Chain and Logistics Analytics
Module 6	Health Analytics Energy Analytics Telecom Analytics Insurance Analytics Project Presentation

TOOLS TO BE COVERED

- SAS
- Tableau
- R

HANDS-ON EXPOSURE

- Virtual Lab
- Industry Projects
- Assignments

FACULTY



Dr. Bappaditya Mukhopadhyay

Professor, Great Lakes Institute of Management

Ph.D (Indian Statistical Institute)

Dr. S. Bharadwaj

Professor, Great Lakes Institute of Management

Ph.D (University of Maryland)

Dr. P. K. Vishwanathan

Professor, Great Lakes Institute of Management

Ph.D (Madras University),
MBA (FMS, Delhi), MS (Canada)

Dr. Tapan Panda

Professor, Great Lakes Institute of Management

Ph.D (Utkal University), MBA

Dr. Vaidy Jayaraman

Professor, Great Lakes Institute of Management

Ph.D (Ohio State University),
MBA (University of Akron)

Dr. Himadri Das

Professor, Great Lakes Institute of Management

Ph.D (University of Virginia),
B.Tech (IIT, Delhi)

INDUSTRY EXPOSURE

A distinguishing feature of the PGPBA pedagogy is the invaluable insights and mentorship that students would get from leading practitioners and senior industry executives. Organizations that shall be contributing to our lectures, projects & case-studies include:



EVALUERVE
YOUR GLOBAL KNOWLEDGE PARTNER



PROGRAM BENEFITS

POST GRADUATE PROGRAM IN BUSINESS ANALYTICS

1



INDUSTRY RELEVANT CURRICULUM

The curriculum of PGP-BA covers the basics of management and deep dives into analytics. The academic exhaustiveness of the program is complemented by hands on exposure on tools and technologies such as SAS and industry lectures delivered by senior executives from leading analytics organizations.

2



INNOVATIVE PEDAGOGY

The program creates a blended learning environment that causes minimal disruption to work schedule. **The classroom sessions are followed up by online lectures that keep your learning continuous and self-paced.** Good education should be forever and hence, the candidates in our program can access the content online (lectures, pre-readings, assignments) even after they have graduated.

3



HANDS ON EXPOSURE

An integral part of learning experience in PGP-BA is the virtual lab wherein the candidates get **hands on exposure and build skills in tools and technologies such as SAS, Tableau, etc.**

4



CORPORATE PARTNERS

The corporate partners of the program include leading analytical organizations and support the program in curriculum design, student driven projects, industry case studies and guest sessions by their senior executives.



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5

GREAT LAKES ADVANTAGE



Great Lakes is one of the premier business schools in the country and has been consistently ranked within the top 15 in the country. The analytics program by Great Lakes would give the candidates an opportunity with the best of the employers and access to the Great Lakes alumni base worldwide.

ADMISSION DETAILS

POST GRADUATE PROGRAM IN BUSINESS ANALYTICS



ELIGIBILITY

Candidates meeting the following criteria are eligible for pursuing the PGP-BA program:



Work Experience

Minimum two years of experience at the time of submitting the application



Education:

Should **at least have Bachelor's degree** in engineering or other relevant graduation such as Mathematics, Statistics, Science, etc.



COURSE FEE

The fee for the program is **Rs. 300,000** inclusive of taxes

This includes the following:



Admission Fee



Tuition Fee



Learning Material



Lunch during days of classes



PROCESS

1



The faculty panel will review all the applications and shortlist candidates based on their profiles.

2



The shortlisted candidates would then be called for interviews. Interviews may be conducted in person or over video/tele conferencing.

3



The admissions will be conducted on a rolling basis and the admission process shall be closed once the requisite number of candidates have taken admission into the program.



CONTACT US



Phone: +91-87506-48238



Apply Online

<http://pgpba.greatlakes.edu.in/application>



Email: pgpba@greatlakes.edu.in



Learn more about Program

<http://pgpba.greatlakes.edu.in>