GREAT LAKES
INSTITUTE OF MANAGEMENT

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%.

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

5X INCREASE IN JOBS

SUPPLY in 2013

50,000

DEMAND by 2015

2,50,000

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	Advance Statistics Digital commerce Data management, Exploration is 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 Mukhopadyay

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, MBA

Dr.Vaidy Jayaraman

Associate Dean & 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 practioners and senior industry executives. Organizations that shall be contributing to our lectures,projects & case-studies include:

accenture

EVALUESERVE
YOUR GLOBAL KNOWLEDGE PARTNER

BRIDGE i2i
INFORMATION - INSIGHT - IMPACT

AMERICAN EXPRESS

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 INNOVATE 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.

EVALUESERVE
YOUR GLOBAL KNOWLEDGE PARTNER

BRIDGE i2i
INFORMATION - INSIGHT - IMPACT

5 GREAT LAKES ADVANTAGE

GREAT LAKES
INSTITUTE OF MANAGEMENT

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.

Tel : 87506-48238 Email : pgpba@greatlakes.edu.in Web : http://pgpba.greatlakes.edu.in

ADMISSION DETAILS

POST GRADUATE PROGRAM IN BUSINESS ANALYTICS

ELIGIBILITY

Candidates meeting the following conditions 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 Service Tax

This includes the following:

- Admission Fee
- Tuition Fee
- Learning Material
- Lunch during days of classes

PROCESS

1. All the applicants would need to take an online test. The admission committee would shortlist candidates based on the profile and evaluation of the test.
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

Email: pgpba@greatlakes.edu.in

Apply Online
http://pgpba.greatlakes.edu.in/application

Learn more about Program
http://pgpba.greatlakes.edu.in