

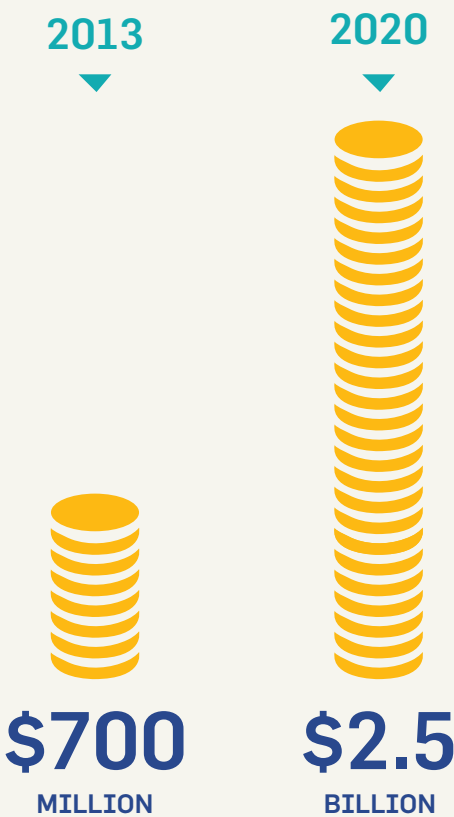
BIG DATA. BIGGER OPPORTUNITY.

*A guide to building
your career in Analytics*

BIG DATA. BIGGER OPPORTUNITY.

RISK ANALYTICS INDUSTRY (INDIA)

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%.



ANALYTICS PROFESSIONALS IN INDIA

SUPPLY in 2013

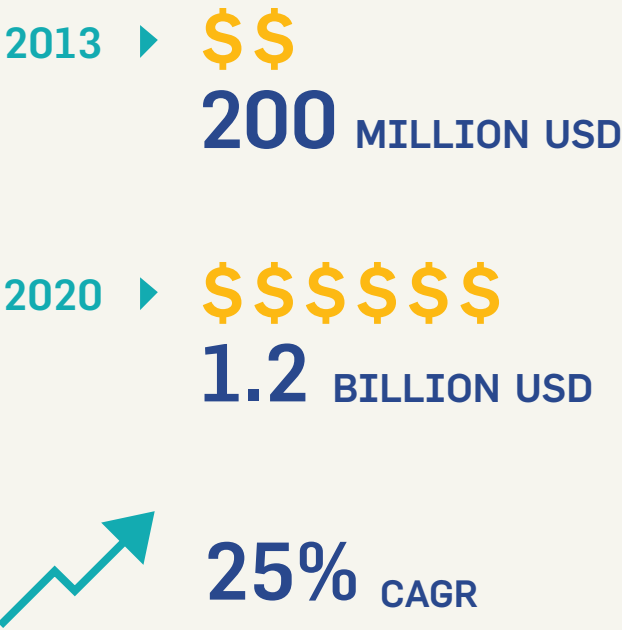


DEMAND by 2015

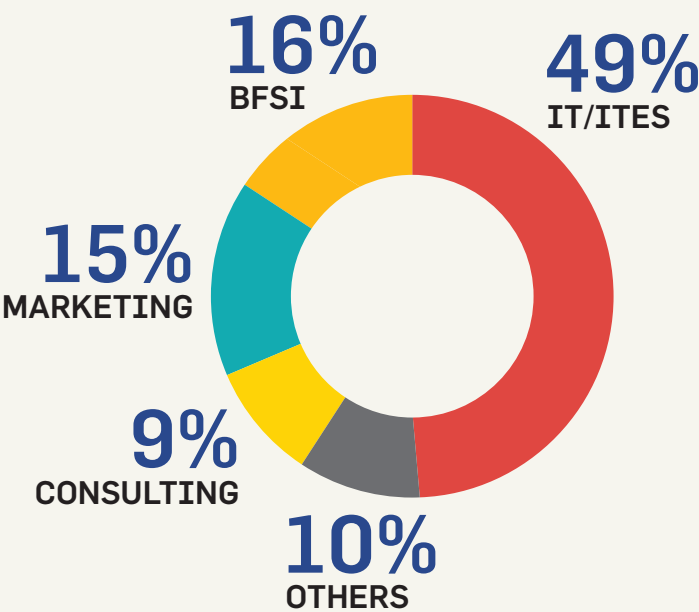


MARKETING ANALYTICS INDUSTRY (INDIA)

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



INDUSTRY WISE EMPLOYMENT OF ANALYTICS PROFESSIONALS IN INDIA



Sources: NASSCOM, Mckinsey, Heidrick and Struggles

ANALYTICS COMPANIES IN INDIA



Evalueserve, one of India's foremost knowledge companies, **has identified analytics as its future area of growth** and is expanding its global footprint with offices in US, Chile, Romania and China.



Fractal analytics, which has its offices in US and India, **is set to double their workforce in the next 12 months.**



Mu Sigma, one of India's analytics success stories, **was valued at 1 Billion USD** in its Feb 2013 round of funding wherein it raised investments from Mastercard, Fidelity and others.



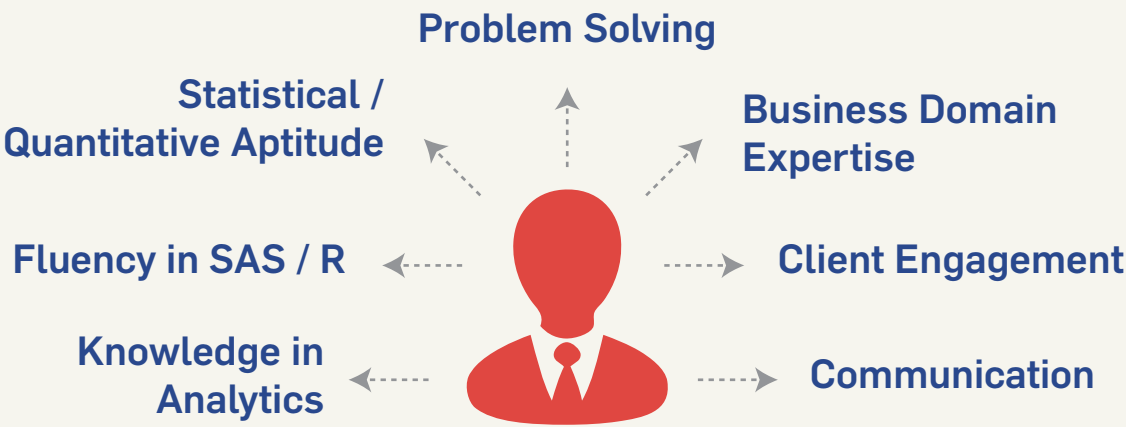
At a time when growth in IT services is tapering, 'Analytics' has been an unprecedented area of growth for all IT majors in India.

SOME MORE COMPANIES HIRING ANALYTICS PROFESSIONALS



JOBS IN ANALYTICS

SKILL SETS



DOMAINS



Healthcare



Retail / CPG



Risk



Web



Marketing



Data Mining

JOB PROFILES



Analyst, SAS Analyst,
Business Analyst



Subject Matter Expert



Consultant (Analytics)



Manager (Analytics)



Dashboards Developer



SAS programmer

AVERAGE SALARIES (IN LAKHS) *

Experience	KPO	IT	In-House	Niche
0 - 2 yrs	5.6	5.5	5	4.5
2 - 5 yrs	7	6.5	10	6
5 - 10 yrs	12	13	22	9
10+ yrs	23	20	26	16

**Source: Analytics India Magazine*

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.



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

Applicants should have Bachelor's Degree in any discipline with a minimum of 60% aggregate marks in graduation or equivalent and a minimum of two years full-time post qualification work experience. Preference will be given to candidates with Engineering, Mathematics, Statistics, and Economics background. For applicants with exceptional qualification and/or industry experience, a relaxation in the minimum eligibility criteria may be considered.



PROGRAM INFORMATION

Great Lakes, Chennai

Fee: ₹3,95,000 + Service Tax

Fee Includes:



Boarding + Lodging
(TWIN SHARING)



Tuition
Fee



Learning
Material



Lab Access

Great Lakes, Gurgaon

Fee: ₹3,25,000 + Service Tax

Fee Includes:



Learning Material



Tuition Fee



Lunch



Lab Access



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.