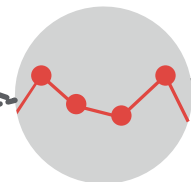


# BABI<sup>©</sup> | BUSINESS ANALYTICS & BUSINESS INTELLIGENCE

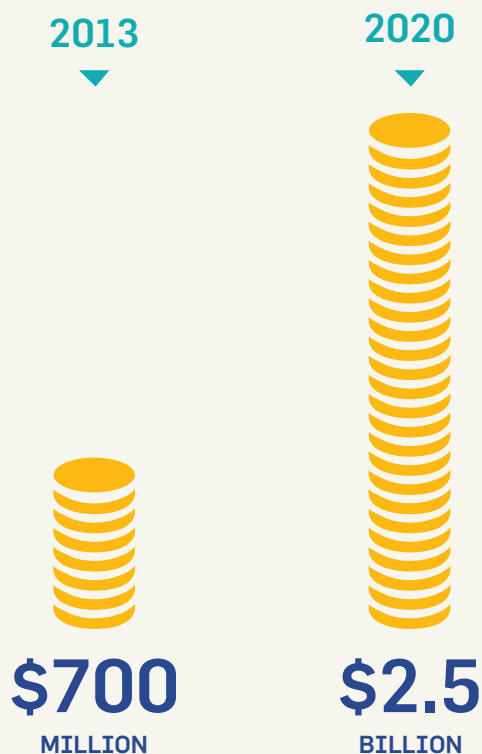
**CRITICAL SUCCESS FACTOR** FOR BUSINESSES | **GAME CHANGER** FOR YOUR CAREER



# BIG DATA. BIGGER OPPORTUNITY.

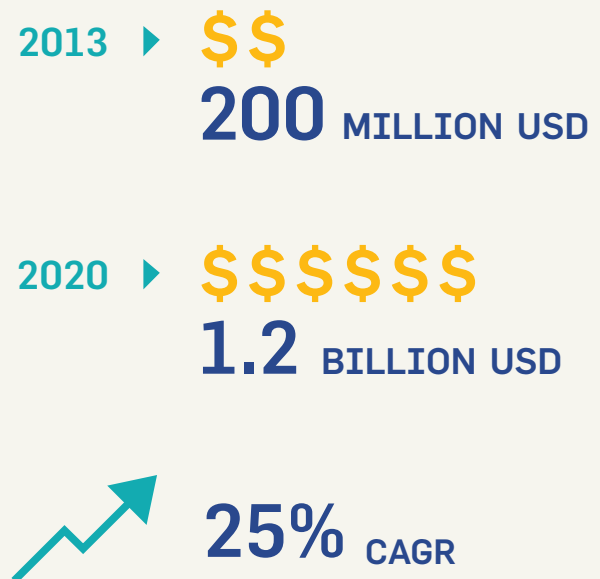
## RISK ANALYTICS INDUSTRY (INDIA) TO GROW BY 300%

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%.



## 5X INCREASE IN JOBS

SUPPLY in 2013



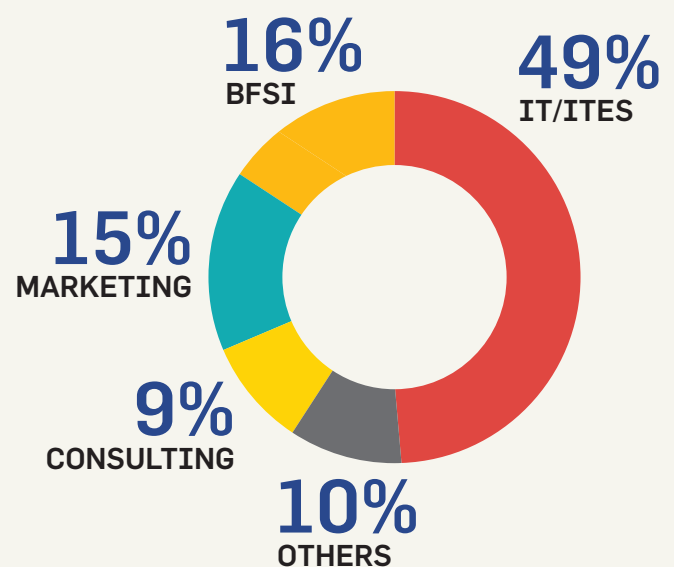
50,000

DEMAND by 2015



2,50,000

## INDUSTRY WISE EMPLOYMENT OF ANALYTICS PROFESSIONALS IN INDIA



# DEAN'S MESSAGE



## Padma Shri Dr. Bala V Balachandran

**J L Kellogg Distinguished Professor (Emeritus in Service) of  
Accounting and Information Management, Northwestern University, Illinois, USA**  
Founder & Dean, Great Lakes Institute of Management

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“It is becoming imperative for businesses to draw insights and tangible actions from data. Business Analytics and Business Intelligence are indispensable for today’s managers and business leaders.”

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Great Lakes Institute of Management is delighted to offer a one year Blended Program (Classroom and Online) for working executives to help them build managerial competencies in the emerging critical area of Business Analytics and Business Intelligence. This program blends Academic Elegance with Business Relevance and paves the way for decision making in the midst of “big data” that bewilders business managers by its sheer size and complexity.

This program embraces a variety of techniques that can be used by companies to make effective strategic decisions apart from significantly improving performance in key dimensions. The art of modeling a business problem, then finding the solution using analytics, and finally successfully implementing the solution are the hallmarks of this program.

The candidates pursuing this program can expect to gain an overview of business foundation and a comprehensive knowledge of analytical techniques, with an applied industry orientation designed for professionals interested in a career in analytics.

Exhaustive coverage, Hands-on application, Multi-domain exposure and Deep Industry Immersion are the features that make the Great Lakes’ Business Analytics program your gateway to a successful analytics career.

# PROGRAM BENEFITS

1

## GREAT LAKES ADVANTAGE



Great Lakes is one of the premier business schools in the country and has been ranked within the top ten in the country by Outlook, Business Today, Careers 360 and CNBC-TV18.

2

## INDUSTRY RELEVANT CURRICULUM



The curriculum combines Academic Elegance and Business Relevance to facilitate the participants learn basics of **management**, followed by **analytical techniques** and weaves them with **applications** for decision support.

3

## 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, self-paced and cumulative.

4

## HANDS ON EXPOSURE



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

5

## CORPORATE PARTNERS



The program is designed, delivered and endorsed by leading **analytical, technology and consulting organizations**. Our corporate partners are involved in curriculum design, facilitating projects, industry lectures and also professional evaluation.

# PROGRAM PEDAGOGY

1



## CLASSROOM LEARNING

The program consists of 230 hours of classroom sessions delivered by Great Lakes faculty and industry professionals from the field of analytics. This ensures that the program imbibes Great Lakes' academic elegance and Industry's Business relevance, thereby providing the candidates a remarkable learning experience.

2



## ONLINE - LEARNING MANAGEMENT SYSTEM

All candidates have an access to the online LMS that hosts content (classroom recording, online lectures, assignments, reading material) and live webinars to enable the candidates continue their learning during off campus. The LMS provides an innovative learning environment that encourages collaborative approach between the candidates thus paving the way for maximizing learning effectiveness and clarity.

3



## EXPERIENTIAL LEARNING THROUGH VIRTUAL LAB

This program is designed to transform candidates to business ready analytics professionals through hands on experiential learning on relevant tools. The virtual lab provides an experiential learning format and is used by candidates for practicing exercises and assignments on software packages such as SAS, R and Tableau.

4



## INDUSTRY PERSPECTIVE LECTURES

This is a critical component of the program that complements and substantiates the learning with an applied orientation. The participants get the opportunity to listen to eminent speakers from leading analytics companies and assimilate the best practices discussed by them in their lectures.

5



## CAPSTONE PROJECT

All candidates would be pursuing an industry project in the field of Business Analytics. The project is mentored and jointly evaluated by faculty from Great Lakes and Industry professionals. The project will be presented to the faculty board as part of the requirement for successful completion of the program.

6



## PROGRAM FORMAT

This program has about 330 hours of learning comprising 230 hours of classroom learning and 100 hours of online/ off classroom. The participants would visit the campus 5 days every alternate month.

# FACULTY



## Dr. Bala V Balachandran

### (Program Co-Director)

Founder, Dean and Professor, Great Lakes

Ph.D (Carnegie Mellon), MS (Carnegie Mellon)

## Dr. P. K. Viswanathan

### (Co-Director, Chennai)

Professor – Analytics & Operations,  
Great Lakes

Ph D (Madras University), MBA (FMS Delhi)

## Dr. Bappaditya M

### (Co-Director, Gurgaon)

Professor – Analytics & Statistics,  
Great Lakes

Ph D (Indian Statistical Institute)

## Dr. Vaidy Jayaraman

### Professor – Supply Chain Management, Great Lakes

Ph D (Ohio State University, USA)

## Dr. Bobby Srinivasan

### Professor - Finance, Great Lakes

Ph D (Case Western University, USA)

## Dr. Himadri Das

### Professor – Business Intelligence, Great Lakes

Ph D (University of Virginia, USA),  
MBA (IIT Delhi)

## Dr. S Bharadwaj

### Professor - Marketing, Great Lakes

Ph D (University of Maryland, USA)

## Dr. Tapan Panda

### Professor - Marketing, Great Lakes

Ph D (Utkal University), MBA  
(University of Houston)

## Prof. Easwar Krishna Iyer

### Associate Professor - Marketing, Great Lakes

MBA (University of Houston),  
M Tech (IIT Kharagpur)

## Dr. Paul Prabhakar

### Professor – Northern Illinois University, USA

Ph D (University of Rochester)

## Dr. Sudhakar Balachandran

### Associate Professor – University of Illinois, USA

Ph D (Harvard Business School)

In addition to faculty from Great Lakes, senior analytics professionals from the industry deliver courses that help candidates appreciate and understand Business Relevance, thereby providing the best of academic and industry exposure to candidates in the program.

# PROGRAM CURRICULUM

## ON-CAMPUS LEARNING

MODULE	COURSES
<b>Business Foundation</b>	Financial Statement Analysis Marketing & CRM Supply Chain & Logistics Digital commerce Sustainable Business Success Factors
<b>Statistical Techniques</b>	Data Analysis & Statistical Decision Making Applied Business Statistics
<b>Business Intelligence</b>	Data Management – Big Data & Cloud Computing Data Mining Techniques & OLAP
<b>Predictive Modelling</b>	Regression Prediction Models & Heuristics
<b>Optimization and Visualization</b>	Optimization Modeling Data Visualization
<b>Application in Industry</b>	Marketing Analytics Operations Analytics Finance Analytics Pricing Analytics Web & Social Media Analytics Health, Energy and Telecom



# PROGRAM CURRICULUM



## TOOLS TO BE COVERED

SAS

Tableau

R



## EXPERIENTIAL LEARNING

Capstone Project

Virtual Lab

Case studies/Assignments



## ONLINE MODULES

Overview of Analytics

Introduction to SAS

Analytical Techniques

Retail Analytics

Financial analytics

Big Data and R

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

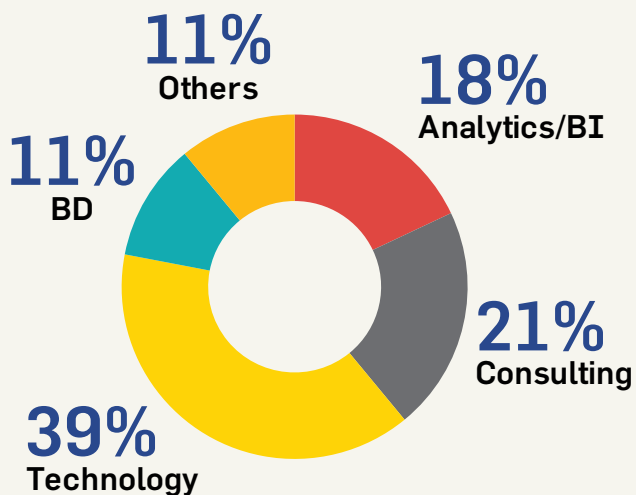




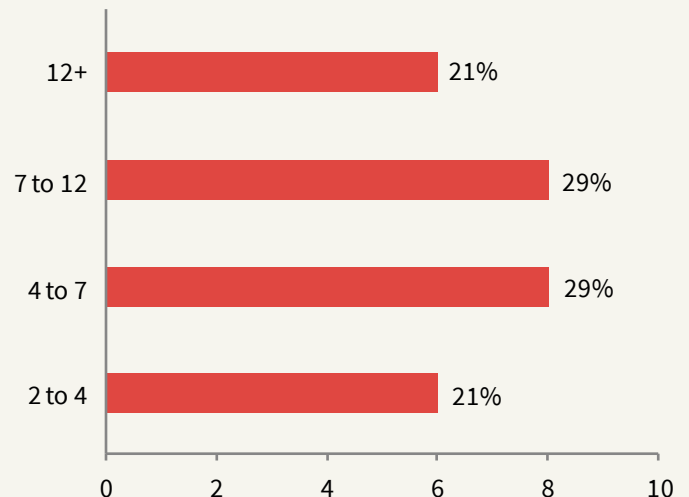
# MEET THE CLASS

The current batch of PGP-BA consists of professionals across various industries, with a wide range of experience across roles in technology, consulting, analytics and marketing

## CURRENT BATCH: INDUSTRY DIVERSITY



## CURRENT BATCH: EXPERIENCE SPREAD



The candidates in the Dec 2013 batch of PGP-BA come from some of the leading organizations. Their current employers include:

**ERNST & YOUNG**

**HCL**

**L&T Infotech**

**KPMG**

**accenture**

**Deloitte.**

**Sapient®**

**The Smart Cube**

**EVALUESERVE**  
YOUR GLOBAL KNOWLEDGE PARTNER

**ADP**

**TATA**

**Copal Partners**

**AON Hewitt**

"My journey in great lakes so far has been incredibly informative. Each faculty member is not only a recognised expert in their respective domain but also have a wealth of life experience which opens our eyes to all the real world scenarios."

- Sudhanshu Pathak  
SAP Consultant at KPMG, Current Student

"The course coverage is quite exhaustive and in depth. The professors are knowledgeable and coach very well. Overall, the program is good and is getting executed well by Great Lakes."

- Lakshmi Prabha  
Program Manager, HCL, Current Student

# 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.

## PROGRAM PARTNERS

### ACADEMIC PARTNER



Great Lakes is one of India's leading business schools with campuses in Chennai and Gurgaon. Led by exceptional faculty, steered by an outstanding advisory council, Great Lakes has been ranked within top 10 business schools by Outlook, Business Today, Careers 360 and CNBC TV 18

### TECHNOLOGY & ADMINISTRATION PARTNER



Beacon Learning is a technology enabled learning services provider offering high quality professional and skill oriented tertiary education for students and working professionals. The Beacon learning management system provides the students with the best-in-class learning environment that makes online learning impactful, interactive and more classroom like.

### ONLINE CONTENT PARTNER



Jigsaw Academy imparts analytics training online leveraging content developed by analytics experts from around the world. The content is highly industry relevant thereby enabling learners to understand and apply analytical techniques to real world problems.

# BIG DATA. BIGGER OPPORTUNITY.

*Build a career in analytics*



PGP-BA CONTACT



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



**Email:** [pgpba@greatlakes.edu.in](mailto:pgpba@greatlakes.edu.in)