



# Post Graduate Diploma in Business Analytics (PGDBA)

Jointly offered by IIM Calcutta, IIT Kharagpur and ISI Kolkata



*Developing analytics professionals for the 21<sup>st</sup> century*

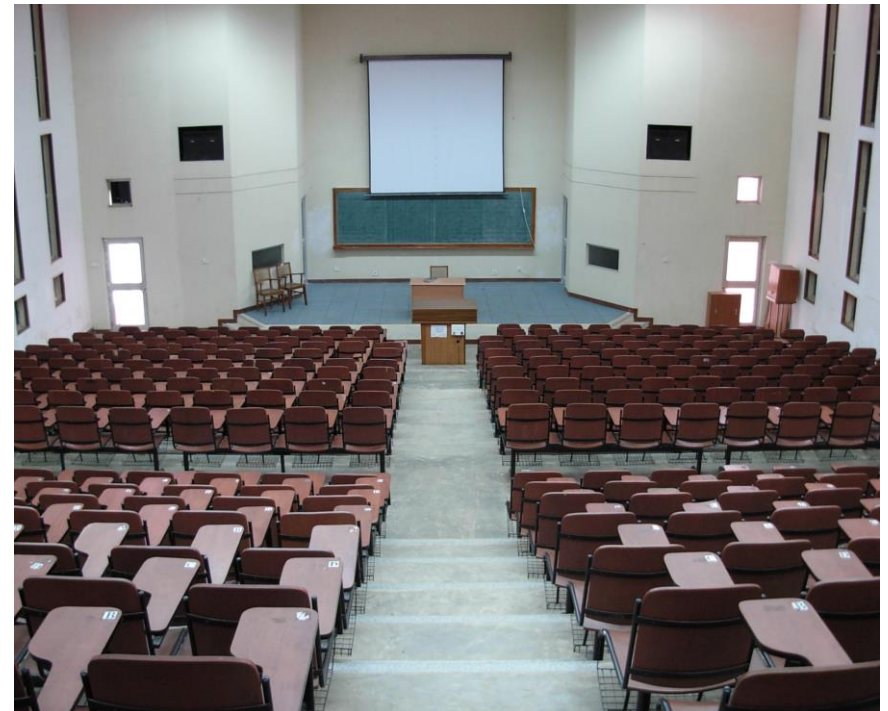
# ABOUT THE PROGRAM



Business analytics refers to the analysis of data using statistical, machine learning and quantitative techniques with the purpose of understanding past performance of the business and generating new insights for future. According to a forecast made by IDC, the global spending on business analytics services is expected to rise from US\$ 51.6 billion in 2014 to US\$ 89.6 billion in 2018. In India, the analytics market is expected to double between 2013 and 2018, reaching a figure of US\$ 2.3 billion by 2018, according to a report published by Nasscom and Blueocean Market Intelligence.

The Post Graduate Diploma in Business Analytics (PGDBA) – jointly offered by IIM Calcutta, IIT Kharagpur and ISI Kolkata – aims to help shape the emerging profession of business analytics by delivering a cutting edge inter disciplinary educational experience to graduate applicants with an ambition of building a career in this field.

PGDBA is a two year full time diploma program aimed at creating business analytics professionals who can fill the talent gap in this area for multinationals and reputed domestic companies. This program is designed for those who have an analytical mindset, are interested in solving relevant and challenging business problems, and possess an inclination towards mathematics. Some of the salient features of the program include courses taught by reputed faculty members at the campuses of three globally renowned institutes, hands-on business analytics training at a related company, continuous interaction with industry leaders throughout the curriculum, and availability of placement opportunities at all three institutes.





# PROGRAM OVERVIEW

PGDBA participants will visit the three institutions – ISI Kolkata, IIT Kharagpur, and IIM Calcutta for a total duration of nearly 22 months. Each of the three institutes will focus on a separate area of business analytics, in accordance with its expertise and competence. While coursework at IIM Calcutta will focus on the application of analytics in functional areas of management, ISI Kolkata will bring to the table its expertise in statistical and machine learning theories for analytics, and faculty at IIT Kharagpur will engage with the technology aspects of analytics.

In addition to the time spent at IIM Calcutta, ISI Kolkata and IIT Kharagpur, the students will be required to do an internship based project of six months on a hands-on analytics experience at a business organization.



The program is strictly residential. Each institute will arrange board and lodging for the students during the period they spend there.

There will be liberal provision for merit-cum-means scholarships for deserving candidates (partial fee waiver possibilities are being worked out). Banks will provide educational loans to admitted participants.

The graduating students will have access to campus placement facilities of all three institutes. The institutes do not guarantee placement but every effort will be made to help students secure opportunities for furthering their career.

Students successfully graduating from the program will be expected to join organizations working in the area of analytics. Those interested in higher studies may pursue doctoral or other advanced studies in related areas.

# ELIGIBILITY



1. A candidate must hold a graduate/post graduate degree with a minimum of 10+2+4 years of formal education. Candidates, who are in the final year, are also eligible to apply provided they complete their formal education as specified above by June 30, 2015.

2. A candidate must have a valid score for at least one of the following examinations:

**CAT:** CAT 2014 held in November 2014.

**GMAT:** Score not earlier than 2 years from April 17, 2015.

**GRE:** Score not earlier than 2 years from April 17, 2015.

**GATE:** Score not earlier than 2 years from April 17, 2015.

Or

Qualified for any Masters level entrance examination of ISI not earlier than 3 years from April 17, 2015.

A candidate may provide multiple examination scores for the above qualifying examinations. The score that maximizes the chance for selection will be considered.



# ADMISSIONS PROCESS



Candidates interested in applying for the PGDBA inaugural batch 2015-17 can either apply online at the IIM Calcutta website (<http://www.iimcal.ac.in/pgdba>) or off-line through postal mail. The address for postal correspondence is:

In-charge, Admissions Office  
Indian Institute of Management Calcutta  
Joka, Diamond Harbour Road, Kolkata 700 104  
West Bengal, India

## *Online applicants*

- (a) Candidates should fill in the application form online.
- (b) They should upload self-attested copies of all requested documents.
- (c) They should pay the application fee using the payment gateway available from the same website.
- (d) They should include the payment confirmation details in the online application form.

## *Off-line applicants (through postal mail)*

- (a) Candidates should download the application form available from the website and fill-it using a dark-colored pen.
- (b) They should enclose self-attested copies of all requested documents.
- (c) They should enclose a demand draft of the requisite amount drawn in favor of 'Indian Institute of Management Calcutta'.
- (d) They should send the filled-in application form, demand draft and self-attested copies of all requested documents by post. The application packet must reach us on or before April 17, 2015.

The fee for applying to the program is Rs. 1,500/- (Rs. 750/- for Women/SC/ST/DA candidates). Any application received without the payment of application fee will be considered incomplete and will not be eligible for further consideration.

Short listed candidates will be required to appear for personal interview (PI) as per the preferred choice of interview centre of the candidate. The five interview centers are Bengaluru, Delhi, Hyderabad, Kolkata and Mumbai. The final selection of the candidate will be based on performance in the PI, qualifying examination, work experience, and any other criteria deemed suitable by the admissions committee. There are a maximum of 60 seats in PGDBA in 2015-17.

## *Important dates*

Publication of advertisement: March 20, 2015

Last date for receiving the application: April 17, 2015

Announcement of shortlisted candidates for PI: On or before April 28, 2015

PI for shortlisted candidates: May 9 and 10, 2015

Announcement of final offer: On or before May 22, 2015

Commencement of PGDBA: June 22, 2015

# ACADEMIC CALENDAR AND FEES



IIM Calcutta	Orientation program	22 - 24 June 2015
IIM Calcutta	Pre-semester module	25 June - 17 July 2015
ISI Kolkata	Semester 1	20 July - 15 Dec 2015
IIT Kharagpur	Semester 2	4 Jan - 15 May 2016
IIM Calcutta	Semester 3	18 May - 30 Oct 2016
Industry	Semester 4	1 Nov 2016 - 30 Apr 2017

The tuition fee for the 2-year programme for the 2015-17 batch is fixed at INR 16.2 lakhs. The fee needs to be paid in four equal installments at the time of registration for each semester. The fee will cover tuition, on-campus lodging, books, study materials, examination materials, and laboratory charges, among others. Tuition fee will not cover food related expenses and any travel expenses that the students may incur in Semester 4 when they visit any industrial location.

# COURSES

	STATISTICS	COMPUTING	MANAGEMENT
Pre-semester module (at IIM Calcutta)			<ul style="list-style-type: none"> <li>Contemporary business analytics</li> <li>Financial management</li> <li>Marketing management</li> <li>Organizational behavior</li> </ul>
Semester 1 (at ISI Kolkata)	<ul style="list-style-type: none"> <li>Stochastic processes and applications</li> <li>Inference</li> <li>Statistical structures in data</li> </ul>	<ul style="list-style-type: none"> <li>Computing for data sciences</li> <li>Fundamentals of data base systems</li> </ul>	
Semester 2 (at IIT Kharagpur)	<ul style="list-style-type: none"> <li>Regression and time series models</li> </ul>	<ul style="list-style-type: none"> <li>Foundations of algorithm design and machine learning</li> <li>Data science laboratory</li> <li>Elective (any one from):</li> <li><i>Information retrieval</i></li> <li><i>Cloud computing</i></li> <li><i>Complex network</i></li> <li><i>Enabling technologies for data analytics</i></li> </ul>	<ul style="list-style-type: none"> <li>Modeling in operations management</li> <li>Electives (any two from):</li> <li><i>Optimization and business decision analysis</i></li> <li><i>Venture analytics</i></li> <li><i>Product analytics</i></li> <li><i>Business accounting and banking analytics</i></li> <li><i>Marketing analytics</i></li> <li><i>Business model analytics</i></li> <li><i>Healthcare analytics</i></li> <li><i>Supply chain analytics</i></li> <li><i>Conversational analysis</i></li> <li><i>Ethical and legal considerations in business analytics</i></li> </ul>
Semester 3 (at IIM Calcutta)	<ul style="list-style-type: none"> <li>Categorical data analysis</li> <li>Elective (any one from):</li> <li><i>Analytics in business forecasting</i></li> <li><i>Selected aspects of advanced predictive modeling</i></li> <li><i>Econometric methods with applications in business and economics</i></li> </ul>	<ul style="list-style-type: none"> <li>Business data mining</li> </ul>	<ul style="list-style-type: none"> <li>Business economics</li> <li>Project management</li> <li>Strategic management</li> <li>Human resource management</li> <li>Managerial communication</li> <li>Electives (any three from):</li> <li><i>Consumer analytics</i></li> <li><i>Applied marketing research</i></li> <li><i>Financial risk management</i></li> <li><i>Financial statement analysis</i></li> <li><i>Computational finance</i></li> <li><i>High frequency finance and news analytics</i></li> <li><i>Advanced spreadsheet modeling</i></li> <li><i>Business process management</i></li> <li><i>Pricing and revenue optimization</i></li> <li><i>Analytical tools in demand management</i></li> <li><i>Manufacturing analytics</i></li> <li><i>Legal aspects of data mining</i></li> </ul>
Semester 4 (at Industry)	Internship based project		





## CONTACT

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