ISB | Applied Statistics and Computing Lab

ISB | Executive Education

PREDICTIVE ANALYTICS

RISK ANALYTICS

CUSTOMER INSIGHT ANALYTICS

BIG DATA

R/SAS/SPSS

WEB ANALYTICS

DATA VISUALISATION

XLMINER

CERTIFICATE PROGRAMME IN BUSINESS ANALYTICS
CLASS OF 2019, WINTER

HYDERABAD | MOHALI

Business Analytics, indispensable in today's age of Big Data, is an optimal mix of Data Collection, Data Visualisation, Data Management, Statistics, Machine Learning, Operations Research, Critical Thinking, and last but not least, Domain Knowledge. Being an interdisciplinary field, it creates insights and values in ways hitherto unheard of, to the industry, governments and others, thereby providing a competitive advantage.

IBM predicts that the demand for Data Scientists and Data Engineers will soar by 39% by 2020 – Forbes (May 31, 2017).

Benefits of Business Analytics

The scope of data analysis to enhance business opportunities within business is limitless. From tracking customer behaviour and input prices, to simulating road traffic and competitors' sale strategies, a skilled Data Scientist has a wide array of options to use in any business situation, contributing to business success in many ways. Some of the key benefits of using analytics in business are:

- Improving the decision-making process (quality and relevance)
- Speeding up of data-driven decision-making processes
- Better alignment with firm strategy
- Realising cost efficiency
- Responding to user needs for availability of data on a timely basis
- Improving competitiveness
- Producing a single, unified view of enterprise information
- Synchronising financial and operational strategy
- Increasing revenues
- Sharing information with a wider audience

To know more, visit www.isb.edu/cba

About the Programme

The Certificate Programme in Business Analytics (CBA) at the Indian School of Business (ISB) is designed for working professionals aspiring to learn essential skills in contemporary business analytics. The programme schedule is designed to maximise learning, but cause minimum disruption to professional responsibilities. This hands-on and rigorous programme aims to strike a perfect balance between classroom and technology-aided learning.

Participants spend five days at the ISB campus for residential classroom learning, twice every term (altogether six visits during the programme). Apart from on-campus residencies, participants also attend online sessions through a technology-aided platform, and work on assignments, mini projects, etc., through ISB's Learning Management System. The three-month long industry-sponsored capstone project at the culmination of the course, offers participants an unparalleled opportunity to apply their learning to solve real-world business problems.

The CBA's comprehensive curriculum offers a perfect blend of analytical skills, business knowledge, and a strategic perspective on the Analytics industry. An indicative list of courses is as follows.

Pre-term Modules
- Probability and Statistics using R
- Data Structure, Python, and Introduction to Databases (RDBMS)

Core Modules
- Business Fundamentals
- Data Collection
- Data Visualisation
- Text Analytics
- Statistical Analysis
- Simulation
- Optimisation
- Forecasting Analytics
- Big Data Management
- Machine Learning
- Deep Learning and IoT

Application Modules
- Marketing Analytics
- Retail Analytics
- Supply Chain Analytics
- Financial Analytics
- Pricing Analytics
- Social Media and Web Analytics

Project Modules
- Practicum
- Capstone

Why ISB?

We at ISB believe in creating thought leadership in organisations, and making an impact in their business. ISB provides world-class infrastructure, facilities, and resources, to the CBA participants, as well as exposure to challenges in emerging markets. The programme gives you the opportunity to learn and network with excellent faculty from academia and the industry, seasoned industry leaders who are invited as guest speakers to share practical perspectives and real-world examples, and peer groups who are ready to make an impact in the business analytics domain, and grow together. Graduated participants will join an eminent group of Business Analytics alumni working in the industry as Data Scientists, heads of Analytics, and even founders and CXOs.

Recent Eminent Faculty

Amit Mehra,
Naveen Jindal School of Management, UT Dallas

Anindya Ghose,
Stern School of Business, NYU

Arun Pereira, ISB

Bhimasankaram Pochiraju, ISB

Deepa Mani, ISB

Jitamitra Desari,
Nanyang Technological University

John Tripp,
Baylor University

Kumar Muthuraman,
McCombs School of Business, UT Austin

Mayukh Dass,
Rawls College of Business, Texas Tech University

Milind Sohoni, ISB

Rajib Saha, ISB

Ramabhadran S. Thirumalai, ISB

Sarang Deo, ISB

Shailesh Kumar,
Vice President (Distinguished Scientist), Ola Cabs

Sridhar Seshadri,
Gies College of Business, UIUC

Subodha Kumar,
Fox School of Business, Temple University

Sudhir Voleti, ISB

Sumit Kunnumkal,
ISB; and Smith School of Business, Queen's University

Usha Mohan,
IIT Madras

Vishnuprasad Nagadevara,
Professor nad Former Dean, IIM Bangalore

T. Krishnan,
Chennai Mathematical Institute

Guest Speakers

Anand S., CEO, Gramenner

Anand N. Sankaran, Director, Data Science, Verizon

Anji Vaidyula, Director, Data Science and Advance Analytics, Cyient Insights

Anshuman Gupta, Director, Data Science, Cognizant

Durga Prakash, CEO, Karvy Analytics

Ganes Kesari, Co-Founder and Vice President, Gramenner

Govind Seshadri, Vice President, Technology, Epsilon

Harmandir Singh, Director, Data Science, Dunnhumby; and ISB-CBA Alumni

Neeraj Sabhnani, Head of Data Science, Verizon; and ISB-CBA Alumni

Parag Chitalia, Senior Director, Advanced Analytics, VmWare

Rags Raghavendra, Head, Analytics Data Labs, DXC Technology

Raj Saxena, Founder and CEO, LogisticsNow

Sairam Krishnan, Director, Business Analytics, Microsoft

Sameer Dhanrajani, Chief Strategy Officer, Fractal Analytics

Sampat Kumar, Director, Predictive Analytics, Franklin Templeton

Satish Cheeti, Co-Founder and COO, Cyient Insights

Sumit Dhar, Vice President, Data Science, [24]7 Innovation Labs

Vivek Mehra, Senior Vice President, NTT Data

Capstone Sponsors

In the past, participants have worked on capstone projects across various domains, from reputed organisations such as ABP News, Accenture, Ashok Leyland, Bharati Airtel, Capgemini, Cognizant, Cyient, Deloitte, DXC Technology, Expedia, Flextronics, Ford Motors, Franklin Templeton, GE Digital, HP Global Analytics, IL&FS, iNautix Technologies (BNY Mellon), Infosys, KPMG, L&T Infotech, Microsoft, Mu Sigma, NTT Data, VirtusaPolaris, Reliance Games, Snapdeal, Star TV, Variance.AI, Vodafone, Walmart, and many more.

Alumni Strength

- 650 graduates
- Most of our alumni have successfully switched to a career in Analytics
- ISB-CBA Alumni have pursued their entrepreneurial dreams and founded start-ups to commercialise analytical innovations

The overall ISB Alumni Network consists of more than 8500 members, spread across the world. More than 5% of our alumni hold CXO-level positions within their companies. And more than 400 alumni are running their own entrepreneurial ventures or family businesses.

"ISB's programme on Business Analytics has entirely changed my outlook towards business decisions. The course is an excellent blend of theory and pragmatic applications to business."

Sudarson Roy Pratihar,
Vice President, FinTech Lab, VirtusaPolaris

"The CBA is perfectly designed, with the right ingredients of analytical depth, functional breadth and business acumen, keeping in mind the global needs of tomorrow. Furthermore, CBA is an important tool to be equipped with for any aspiring CAO/CDO."

Mitesh Vora,
Director, Advanced Analytics CoE, Flextronics

S. No.	Last Date for Submitting Applications	Online Test	Interviews	Notice of Admission Offers
Round 1	April 04, 2018	April 07, 2018	April 09-30, 2018	May 08, 2018
Round 2	May 02, 2018	May 05, 2018	May 07-31, 2018	June 08, 2018
Round 3	June 06, 2018	June 09, 2018	June 11-30, 2018	July 05, 2018

Application Fee

INR 1,000 inclusive of applicable taxes (non-refundable).

ISB | Applied Statistics and Computing Lab

Indian School of Business, Hyderabad | Mohali

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E-mail: **CBA_admissions@isb.edu | www.isb.edu/CBA**
Working Hours: Monday to Friday, 9.00 am to 5.00 pm

Accreditation

AACSB ACCREDITED

EFMD EQUIS ACCREDITED

Founding Associate Schools

Kellogg School of Management

Wharton UNIVERSITY of PENNSYLVANIA

Associate Schools

London Business School

MITSloan MANAGEMENT

THE FLETCHER SCHOOL TUFTS UNIVERSITY