POST GRADUATE PROGRAM IN

DATA SCIENCE AND BUSINESS ANALYTICS

No Programming Experience Required

A Program by:

TEXAS McCombs
The University of Texas at Austin
McCombs School of Business

In Collaboration with:

Great Learning
POWER AHEAD

ABOUT **THE PROGRAM**

Hundreds of online courses exist today. What many of them lack, however, is a commitment to helping you translate your knowledge into something tangible - the ability to excel and grow as a Data Science professional. To tackle this, the PGP-DSBA has been designed to give you the academic rigor, learning support, and peer interaction of a full-time course with the flexibility of an online program. The program uniquely combines a comprehensive curriculum, covering the most widely-used tools and techniques in the industry, with a hands-on learning approach. A structured learning journey keeps you on track throughout as you achieve your weekly learning milestones with your mentor and benefit from their rich professional experience.

Following a learn-by-doing pedagogy, the program offers you the opportunity to apply your skills and knowledge in real-time every week through interactive mentor-led practice sessions, quizzes, assignments, and hands-on projects. As you do so, you come to truly appreciate the nuances of data and build your portfolio in the process. On a whole, the program empowers you with the skills, body of work, and job market insights you need to find the right career opportunities in Data Science or lead Data Science efforts in your current organisation. All this comes with the credibility, global advantage, and academic leadership of McCombs School of Business at The University of Texas at Austin.

FORMAT
Online (Recorded Video Lectures + Interactive Mentored Learning)

LEARNING SUPPORT
Dedicated Program Manager + Industry Mentor

TIME COMMITMENT
8-10 Hours per Week

DURATION
6 Months

PROJECTS
7+ Hands-on Projects

THE UT AUSTIN **ADVANTAGE**

Founded in 1883 and home to more than 51,000 students and 3,000 teaching faculty, The University of Texas at Austin is one of the leading public universities in the United States. The UT Austin name is globally recognized as a leader in the domains of science, business, technology, and social science. This is especially true for business analytics, where it is ranked at #6 in the world (QS World University Rankings, 2021).

The university has also been consistently ranked among the top 20 public universities by U.S. News & World Report, with 15 undergraduate program and 40+ post-graduate programs ranked in the top 10 nationally. With a proven track record of successes, cutting-edge research and teaching methods, you can be confident that you are learning from the best of the best.

KEY FACTS

NUMBER OF DATA SCIENCE JOBS TO INCREASE BY ~28% THROUGH 2026.

The U.S. Bureau of Labor Statistics

3 MILLION JOB OPENINGS IN DATA SCIENCE IN 2021.

Analytics Insight

THE DEMAND FOR DATA SCIENTISTS IN 2020 HAS INCREASED BY AN AVERAGE OF 50% ACROSS INDUSTRIES.

Dice Report

76% OF BUSINESSES PLAN TO INCREASE SPENDING OVER THE NEXT TWO YEARS ON DATA ANALYTICS CAPABILITIES.

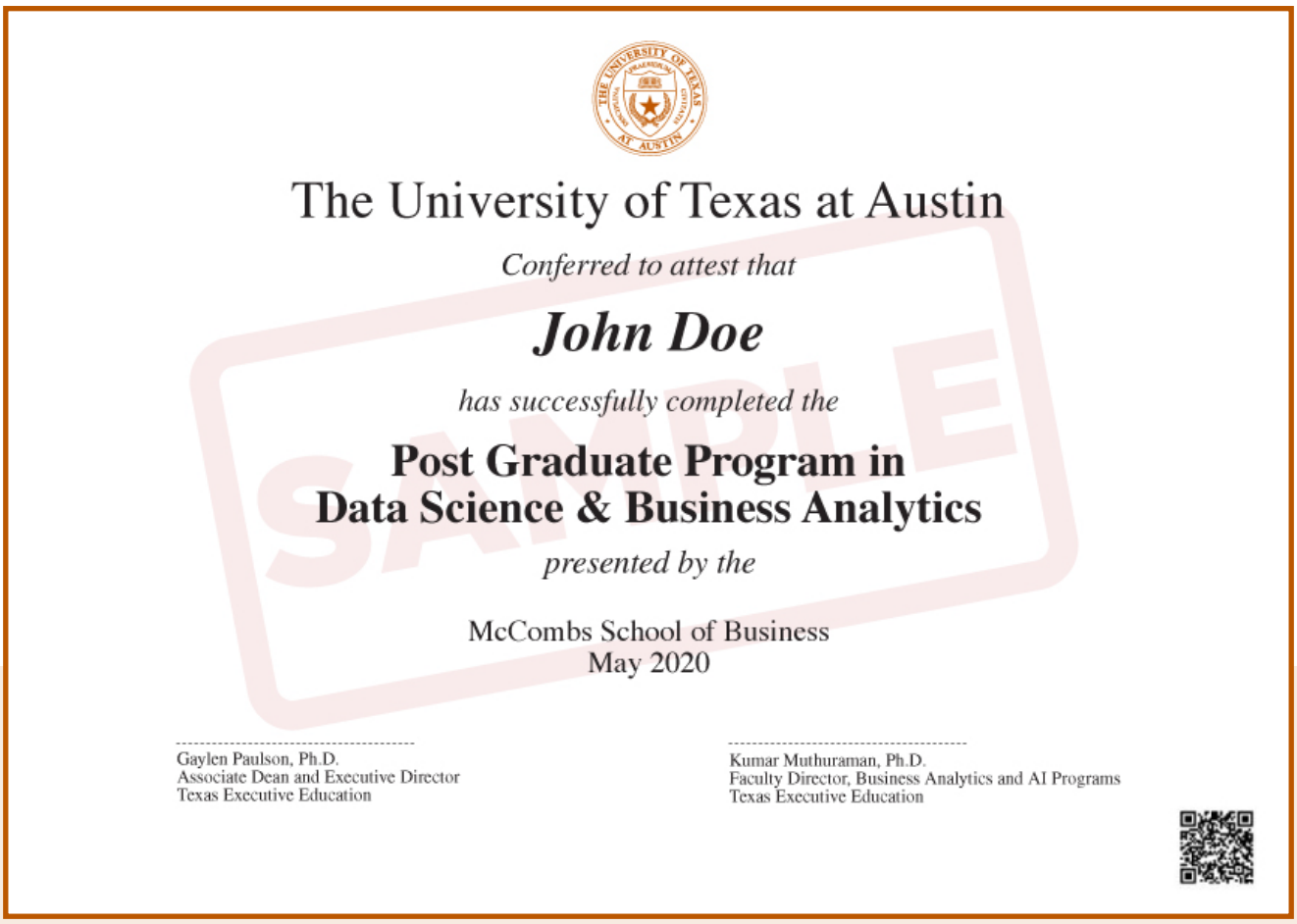
Deloitte Access Economics Report

DATA SCIENCE AMONG TOP 20 FASTEST GROWING OCCUPATIONS

U.S. Bureau of Labor Statistics

CERTIFICATE

Showcase your competence with a Certificate of Completion from The University of Austin at Texas.



“

By learning Analytics, I wanted to open up my job opportunities to other industries, so that my economic stability does not depend on a particular market.

- JUAN CARLOS VEGA

“

I wanted the opportunity to be a part of my bank’s transformation with Data Analytics.

- CANDICE LING

THE PROGRAM IS FOR YOU, IF YOU:

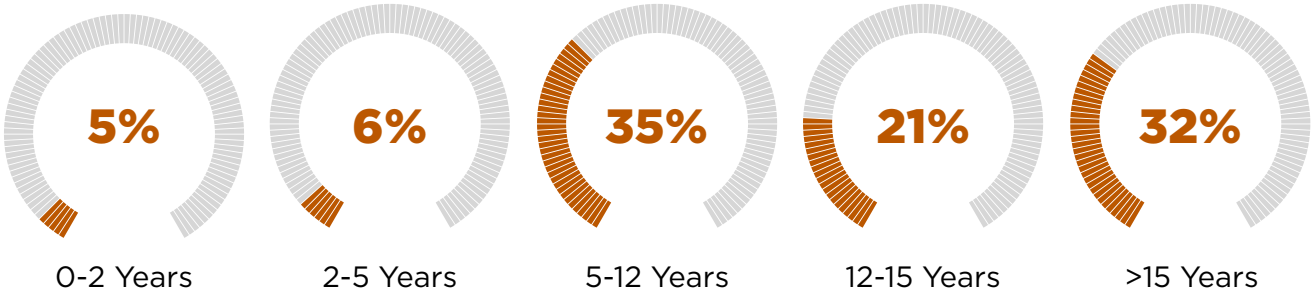
- Like solving problems in a structured manner.
- Love extracting insights from numbers to create insightful stories.
- Want to impact business decisions through evidence gathered from data.
- Want to inculcate 21st century competencies and build a strong career through them.
- Want to keep pace with a business world that's becoming increasingly data-driven.

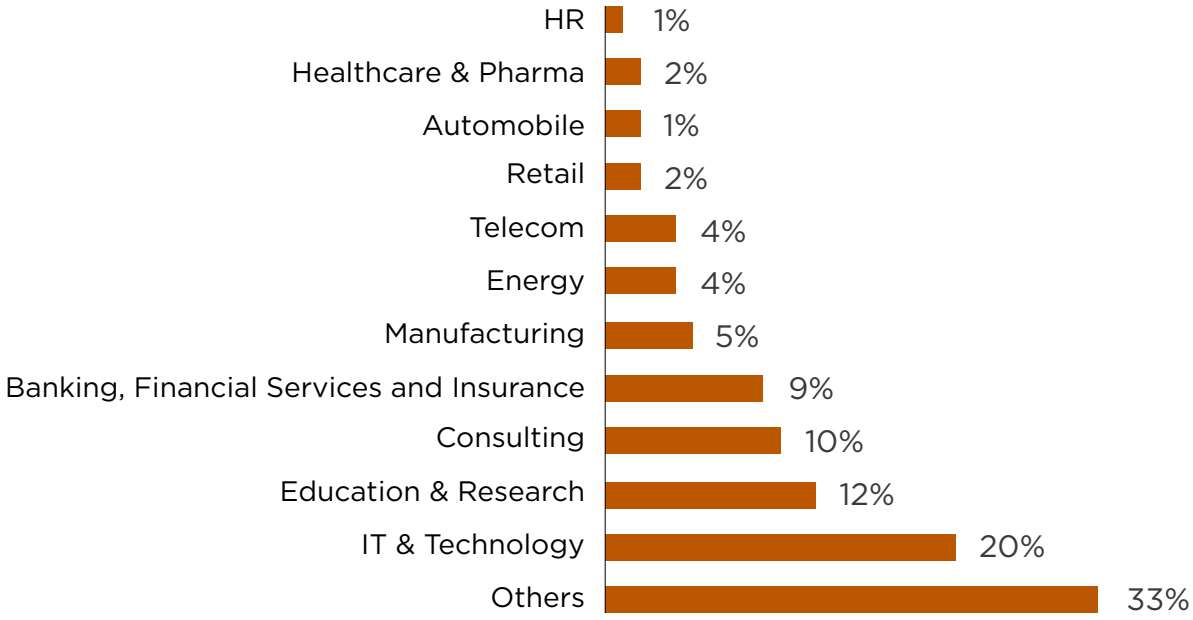
OVERALL, THE PROGRAM WILL HELP YOU:

- Transition to a career in Data Science and Analytics.
- Lead and implement changes in data at your own company.

PAST **LEARNER PROFILES**

Each of the cohorts represent a diverse mix of work experience, industries, and geographies - guaranteeing a truly global and eclectic learning experience. Below is an indicative mix of where past learners have come from.





KEY **LEARNING OUTCOMES**

1. Build your expertise in the most widely-used Analytics tools and technologies.
2. Develop the ability to independently solve business problems using Analytics and Data Science.
3. Understand the applications and implications of Data Science in different industries.
4. Learn how to extract strategic business insights from data and efficiently communicate them to stakeholders.
5. Build models to predict future trends and use them to inform business strategy.
6. Build a substantial body of work and an industry-ready portfolio in Data Science and Analytics.

COURSE **CURRICULUM**

MODULE 0 PRE-WORK

Learn the fundamentals of Python and programming to lay the foundations on which the rest of the course will be built. The module is released on enrollment.

MODULE 1 PYTHON FOUNDATIONS

Build the foundational skills for Data Analysis with Python, such as importing, reading, manipulating, and visualizing data.

Sample Project 1

Perform Exploratory Data Analysis to understand the popularity trends of movie genres and derive patterns in movie viewership.

MODULE 2 BUSINESS STATISTICS

Understand the role of statistics in helping organizations take effective decisions, learn its most widely-used tools and learn to solve business problems using analysis, data interpretation and experiments.

Sample Project 2

Help an insurance agency identify important patterns in data through statistical methods.

MODULE 3 SUPERVISED LEARNING

Explore the fundamentals of Supervised Machine Learning, its key concepts and types. You will also learn how to pre-process data to prepare it for modelling.

Sample Project 3

Utilise historical data of a banking firm's loan defaulters to predict expected loss for a given customer.

MODULE 4 SUPERVISED LEARNING CLASSIFICATION

Learn the conceptual frameworks of building classification models for accurate prediction in business contexts through popular ML approaches such as Logistic Regression and Decision Trees.

Sample Project 4

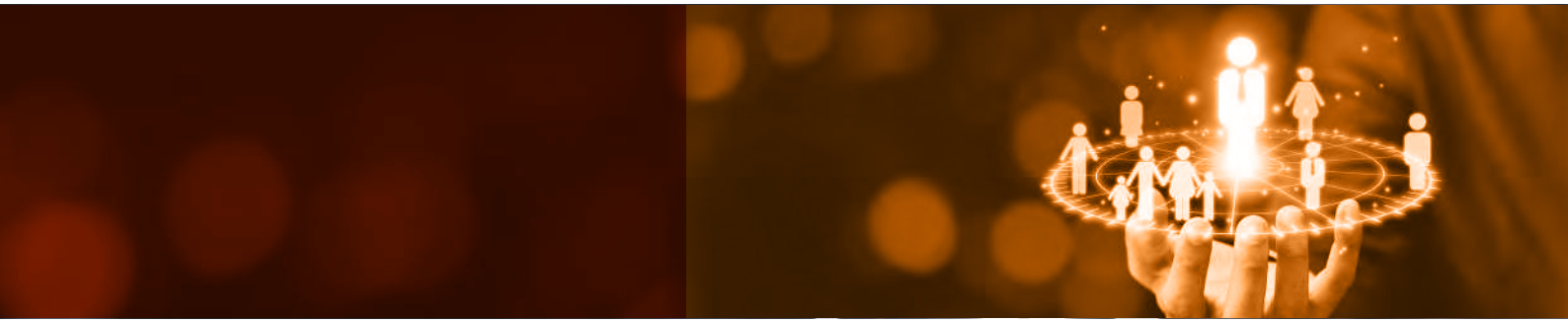
Identify potential loan customers for a bank by building a classification model that identifies candidates with a higher probability of purchasing a loan.

MODULE 5 ENSEMBLE TECHNIQUES

Ensemble methods help to improve the predictive performance of Machine Learning models. In this course, you will learn about Ensemble methods such as 'Random Forest' that combine several Machine Learning techniques into one predictive model in order to decrease variance, bias, or improve predictions.

Sample Project 5

Build a model to assist the marketing team of a company in identifying potential customers for a term deposit subscription.



MODULE 6 MODEL TUNING

Model building is an iterative process. Employing Feature Engineering techniques along with a careful model selection exercise helps to improve the model. Further, tuning the model is an important step to arrive at the best possible result. This module talks about the steps and processes around these.

Sample Project 6

Perform Feature Engineering and Model Tuning on a model designed to predict the strength of construction material to enhance accuracy.

MODULE 7 UNSUPERVISED LEARNING

Unsupervised Learning finds hidden patterns or intrinsic structures in data. In this course, you will learn about commonly-used clustering techniques like K-Means Clustering and Hierarchical Clustering.

Sample Project 7

Identify different segments from a bank's existing customer pool based on their spending patterns as well as past interactions with the bank.

SELF-PACED MODULES

MODULE 8 TIME SERIES FORECASTING

Time Series Analysis is used for prediction problems that involve a time component. In this module, you will build foundational knowledge of Time Series Analysis in Python and its applications in business contexts.

MODULE 9 MARKETING AND RETAIL ANALYTICS

Learn the applications of Data Analytics to Marketing and Retail. Understand how marketing analytics can be utilized to further marketing objectives and measure, improve, and predict performance.

MODULE 10 WEB AND SOCIAL MEDIA ANALYTICS

Learn how the data collected from websites and social media can be used to make business decisions through different types of web and social media analytics.

MODULE 11 FINANCE AND RISK ANALYTICS

Learn the applications of Data Analytics in Finance and Risk Management such as fraud detection, credit risk, probability of default modeling, etc.

MODULE 12 DATA VISUALIZATION

Master the fundamentals of communicating information efficiently to business users via information graphics. Learn to recognize visual characteristics of data, choose appropriate display mechanisms, and transform data into actionable insights through Data Visualization with Tableau.

Please get in touch with a Program Advisor for a detailed module-wise breakdown of the course curriculum at **dsba.utaustin@mygreatlearning.com**

A STRUCTURED **LEARNING JOURNEY**

View & Learn Recorded Content

Consume recorded video lectures by UT Austin faculty & industry experts over the week.

Engage in a Mentor Session

Clarify your doubts and practice on live data-sets with your mentor on the weekend.

Complete a Hands-On Project

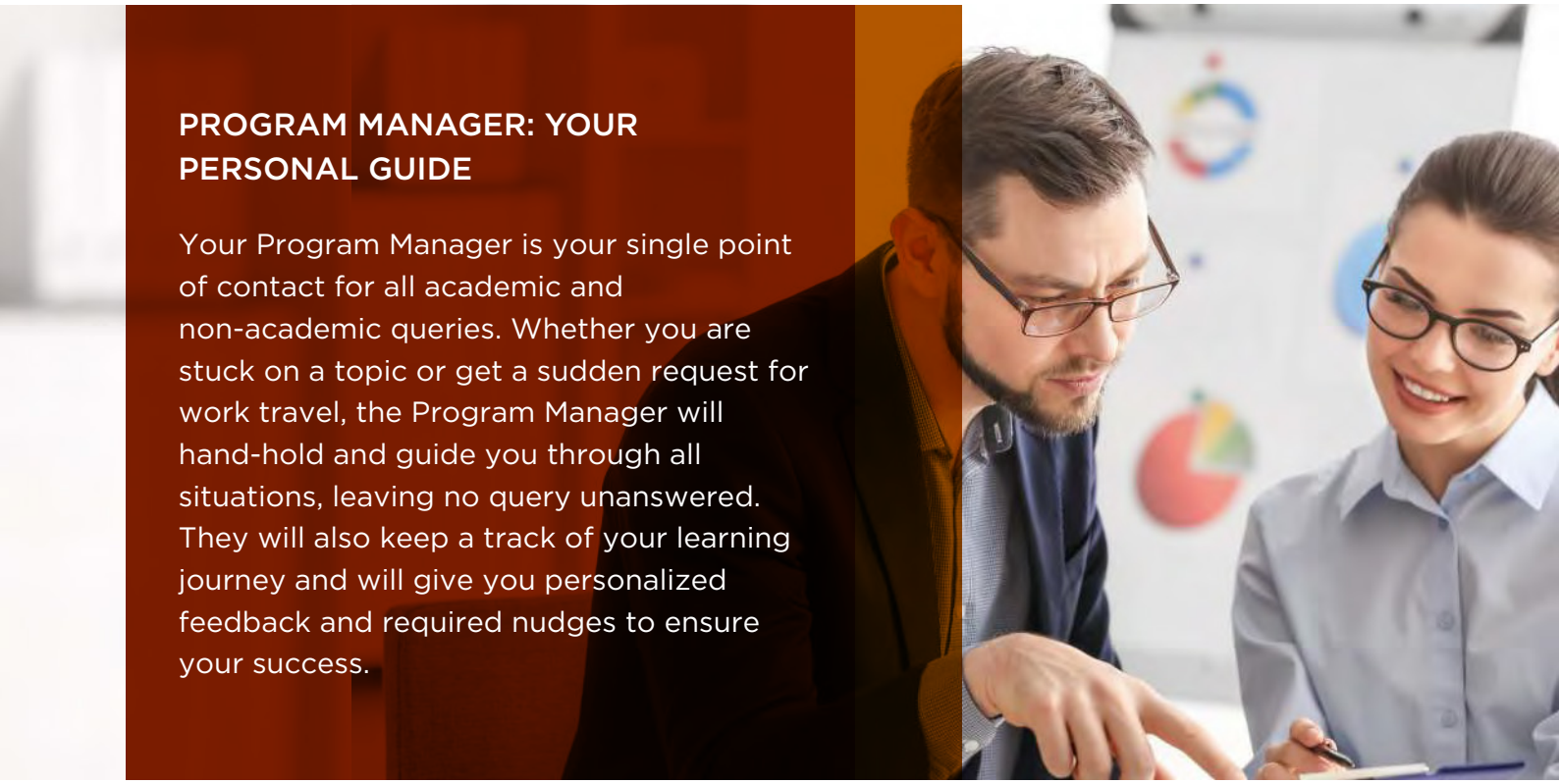
Work on a real-world problem to apply concepts and techniques learnt in the module.

Participate in Webinars by UT Austin

Get an insiders' perspective into the industry through webinars with leading UT Austin faculty every month.

PROGRAM MANAGER: YOUR PERSONAL GUIDE

Your Program Manager is your single point of contact for all academic and non-academic queries. Whether you are stuck on a topic or get a sudden request for work travel, the Program Manager will hand-hold and guide you through all situations, leaving no query unanswered. They will also keep a track of your learning journey and will give you personalized feedback and required nudges to ensure your success.



LEARN FROM THE **BEST OF ACADEMIA**

The program is taught by academic experts in the fields of Data Science and Analytics. The faculty's vast experience with research as well as theory in the domains of Data Science and Analytics will be a crucial part of the learning journey that is aimed at inspiring a love for data in you and making you industry-ready.

FACULTY PROFILES

DR. KUMAR MUTHURAMAN
Faculty Director, Center for Research and Analytics, McCombs School of Business, The University of Texas at Austin. H. Timothy (Tim) Harkins Centennial Professor.
M.S & Ph.D., Stanford University.

DR. ABHINANDA SARKAR
Academic Director, Great Learning.
Ph.D., Stanford University.

VIVEKANAND R
Industry Expert in Visualization
MBA, Monash University.

RAGHAVSHYAM RAMAMURTHY
Industry Expert in Visualization
MBA, Whitman School of Management.

DR. DAN MITCHELL
Assistant Professor, McCombs School of Business.
Ph.D., The University of Texas at Austin.

BECOME INDUSTRY-READY WITH **LIVE MENTORSHIP**

Along with strong theoretical foundations, hands-on learning goes a long way in preparing you to make data-driven decisions regarding business problems. As you work on real-life projects, you will receive personalized live mentorship every weekend from industry experts in Data Science and Analytics.

MENTOR PROFILES

SERDAR CELLAT
Principal Data Scientist
Liberty Mutual Insurance (USA)

DALE SEEMA
Data Science Specialist
FNB South Africa

NITISH JAIPURIA
Strategist - Data Science
Google (Singapore)

Translate Your Learnings Into Practical Applications

- 48+ hours of live mentorship sessions focused on doubt-resolution and case-study based practice
- Collaborative yet personalized learning in small groups of up to 15 learners
- Network with peers from different geographies and domains
- Work on 7+ projects under the guidance of industry experts
- Hands-on learning with Data Science practitioners from leading organizations such as Google, Microsoft, Johnson & Johnson, Boston Consulting Group among others

To access more details on the mentored learning model, please get in touch with a Program Advisor at **dsba.utaustin@mygreatlearning.com**

CAREER **SUPPORT**

When you are beginning afresh in a field, insights from someone on the inside can help you get a headstart. Apart from the immediate result of landing a job, career coaches work with you on the long haul – building your strengths, working on gaps, and developing a strategy to achieve your career goals.

OUR ALUMNI WORK AT

Google
BARCLAYS
BOEING
accenture
IBM
EY Building a better working world
amazon.com
Deloitte.
citigroup
Microsoft
Deutsche Bank
nielsen
PayPal
Walmart

and many more...

LAND YOUR DREAM JOB WITH:

1:1 CAREER SESSIONS

Interact personally with industry professionals to get valuable insights and guidance.

RESUME & LINKEDIN PROFILE REVIEW

Present yourself in the best light through assets that truly showcase your strengths.

INTERVIEW PREPARATION

Get an insiders' perspective to understand what recruiters look for.

E-PORTFOLIO

Build an industry-ready portfolio to showcase your mastery of skills and tools.

ADMISSION PROCESS

ELIGIBILITY

- Bachelor's or Undergraduate degree with at least 50% aggregate marks or equivalent.
- No programming experience required.

APPLICATION PROCESS

Application Form

Register by filling up the online application form. The program follows a rolling process, so we encourage you to apply early.

Shortlisting and Panel Review

A panel will review your application to determine your fit with the program. They will evaluate you on your academic performance, work experience, and motivation.

Interview/Screening

If shortlisted, you will go through a telephonic screening interview (This may be waived for candidates with strong profiles and experience).

Admissions Offer

After a final admissions committee review, you will receive an offer for a seat in the upcoming cohort of the program.

PROGRAM FEE

USD $3,800

Please get in touch with a Program Advisor for more details on flexible fee payments

PROGRAM **PARTNER**

Great Learning
POWER AHEAD

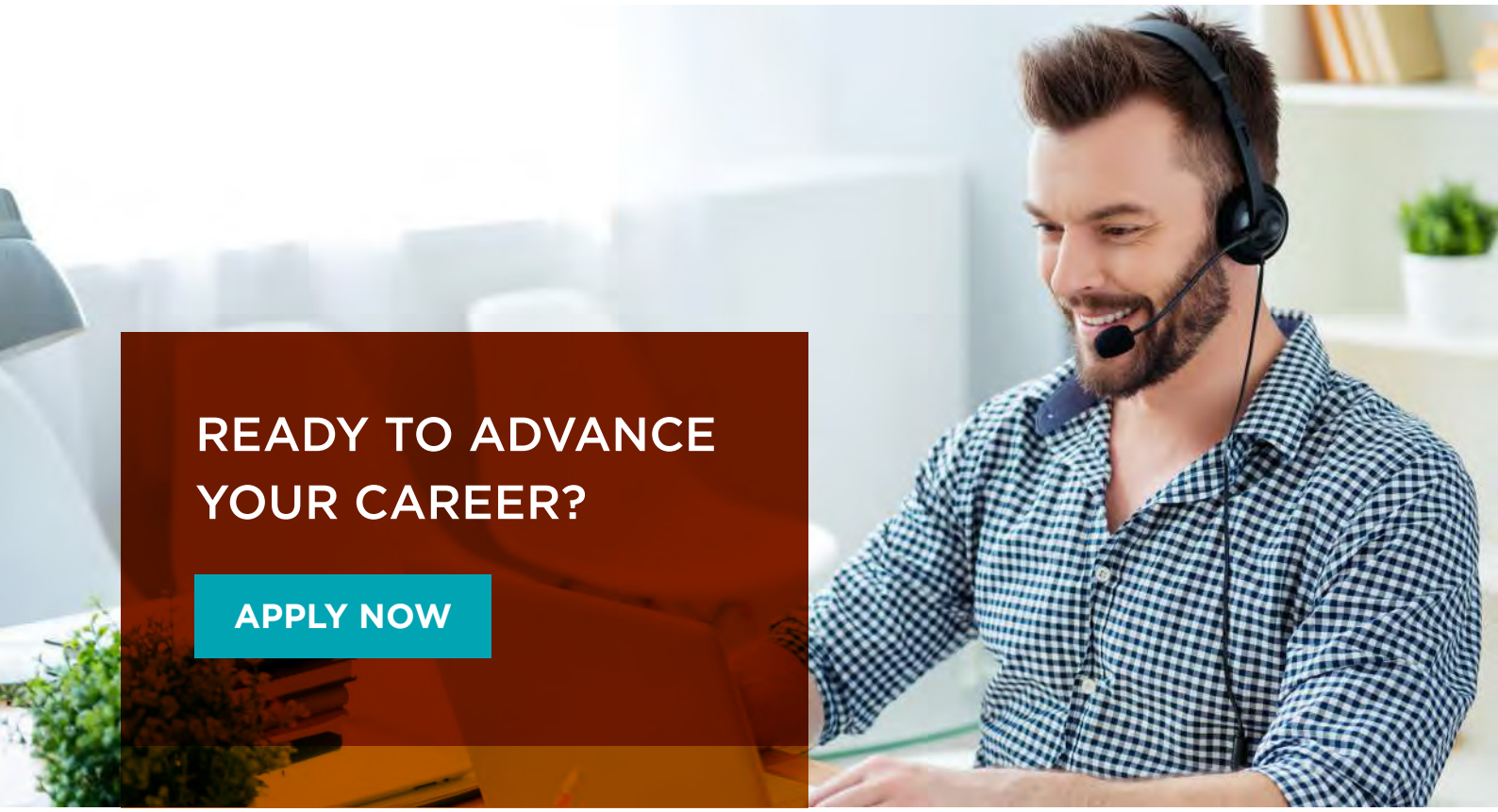
The McCombs School of Business at The University of Texas at Austin is collaborating with Great Learning to deliver this program in Artificial Intelligence and Machine Learning: Business Applications to learners from around the world.

Great Learning is one of the leading ed-tech platforms for professional and higher education. It offers comprehensive industry-relevant programs in Software Engineering, Business Management, Business Analytics, Data Science, Machine Learning, Artificial Intelligence, Cloud Computing, Cyber Security, Digital Marketing, Design Thinking, and more.

- **5.1 MILLION+ LEARNERS**
- **4900+ INDUSTRY EXPERT MENTORS**
- **170+ COUNTRIES**
- **12000+ COMPANIES HIRE FROM US**
- **BEST ED-TECH COMPANY OF THE YEAR***
  *EdTech Review Awards 2020
  *Indian Education Awards 2022
- **BEST ONLINE SKILLS PROVIDER***
  *Entrepreneur, Education Innovation Awards 2022

Great Learning's programs are developed in collaboration with the world's foremost academic institutions like Stanford University, The University of Texas at Austin, MIT Professional Education, MIT Institute for Data, Systems, and Society (IDSS), Northwestern University, and many more. The programs are constantly reimagined and revamped to address the dynamic needs of the industry.

Having impacted 5.1 million+ learners from over 170+ countries, Great Learning is on a mission to enable transformative learning and career success in the digital economy for professionals and students across the globe.



CONTACT US

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