

Fuel Strategy with  
**Data-Driven** Insights

Online PGCP in Business Analytics  
(Postgraduate Certificate Program)





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### Eligibility

- ◆ Candidates must have completed graduation in any discipline with Statistics as one of the subjects from recognized universities/institutions or an equivalent qualification as recognized by the Association of Indian Universities (AIU).
- ◆ Candidates must have a minimum of 50% marks in aggregate or equivalent grade in graduation.
- ◆ Work experience is desirable.

### Fee Structure

- ◆ Total Fee: INR 1,40,000 (all inclusive)
- ◆ Semester Fee: INR 70,000
- ◆ Application fee: INR 1500 (non-refundable)

### Duration

1 year/12 months (2 semesters)

### Career Prospects

- ◆ Data visualizer
- ◆ Marketing Analyst
- ◆ Risk Analyst
- ◆ IT Business Analyst
- ◆ Customer Relationship Analyst
- ◆ Business Analytics Consultant
- ◆ Retail Analytics Manager
- ◆ Pricing Analyst
- ◆ Process Improvement Specialist

## PGCP in Business Analytics

## Online PGCP-BA

This postgraduate program is designed for professionals aspiring to make their mark in the fast-growing field of business analytics. It will train learners to provide accurate, data driven answers to customers, and help solve organizational problems using data.





# Program Delivery

Quality education, delivered seamlessly through state-of-the-art technology, so learning never slows down.

- ◆ Up-to-date content for in-demand careers
- ◆ Ideal for upskilling, career transitions, or role advancement
- ◆ Expert faculty
- ◆ 24x7 learning with high quality content
- ◆ Industry expert sessions, webinars and projects



“

Despite coming from a commerce background, my passion for business analytics led me to pursue this online certification program. From videos, quizzes and discussion forums, the program curriculum is organized and structured very well. I'm able to study at my own pace without quitting my job.

”

- Nanditha Jasti



# About MAHE

Started in 1953 with Kasturba Medical College, Manipal Academy of Higher Education (MAHE) is one of India's leading academic and research institutions.

MAHE, a NAAC A++ accredited institution, now offers UGC-entitled online degree programs that are equivalent to its on-campus offerings.

## Institution Of Eminence

Granted by the Ministry of Education, Government of India

## Globally Engaged Institution

Active partnerships with more than 250 leading universities around the world

## Widely Recognized

By government agencies, corporate organizations, and educational institutions.



Give an individual a professional education  
and you have given him a lifestyle. ”

## Padma Shri Dr. T.M.A. Pai

1898 - 1979

Founder - Manipal Group



Dr. H.S. Ballal  
Pro-Chancellor



Lt. Gen. (Dr.) M.D. Venkatesh  
Vice-Chancellor

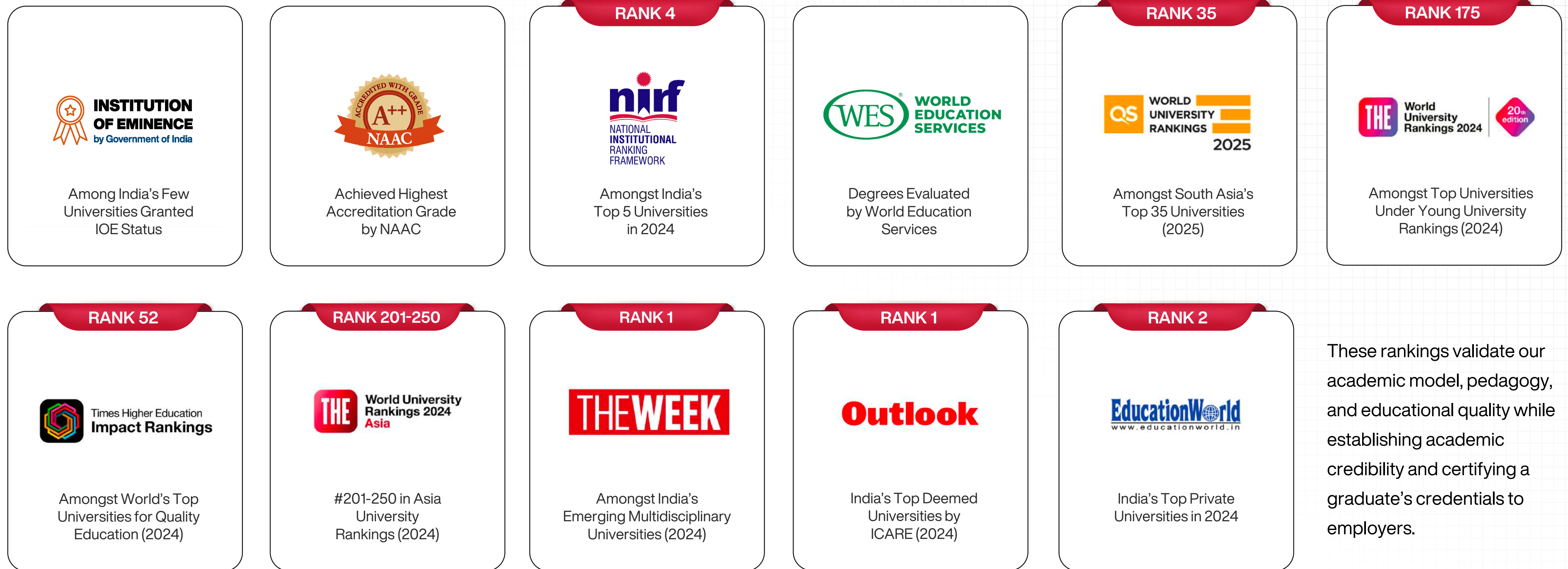


Dr. P. Giridhar Kini  
Registrar



Dr. Manojkumar Nagasampige  
Director  
Directorate of Online Education (DOE)

# Manipal Academy Of Higher Education (MAHE) Accolades





# The Right Step For The Right Future

## World Class Education

Access online postgraduate certificate programs from a NAAC A++ accredited university with 70+ years of educational excellence. Learn from expert faculty who shares real-world experiences

## Industry-Aligned Curriculum

Expand your domain knowledge through our modern curriculum that is aligned with industry trends. Attend live classes and access recorded lectures anytime, anywhere.

## Global Networking Opportunities

Expand your professional networking and gain industry insights by interacting with a diverse peer group, faculty, and other industry experts.

## Prestigious Manipal Alumni Status

Benefit from 70+ years of Manipal legacy and become a member of the reputed alumni network.

## Placement Assistance

Become a job-ready professional through placement assistance which includes resume building, mock interviews, skill assessments, and more.

## Exhaustive Content & Resources

Access an exhaustive e-library with e-books, e-databases, journals, and more. Get free access to paid content on Coursera.

## Attractive Scholarships

Gain access to exclusive scholarships designed for defense personnel, government employees, differently abled people & meritorious students.



For a long time, I have aspired to pursue a PG after completing my BTech, but circumstances hindered me. However, with 9 years of experience in the banking sector, I developed an interest in data analysis. MAHE's online PGCP in Business Analytics is just the right pick for me. The live classes, study materials, and LMS have been helpful in grasping key concepts. I hope this program will assist me in my current banking role.



-Naima PM

# Online PGCP-BA | Program Structure

## First Semester

- ◆ Computational Mathematics
- ◆ Business Statistics
- ◆ Managerial Economics
- ◆ Programming with R and Python
- ◆ Database Management

## Second Semester

- ◆ Business Econometrics
- ◆ Financial Management
- ◆ Applied Multivariate Data Analysis
- ◆ Data Visualizations
- ◆ Design and Analysis of Experiment
- ◆ Mini Project



# Enrol Now

## Program Registration

Fill in your basic, education & work experience-related details and pay the application fee to register.

## Fee Payment

Pay the admission fee for the first semester/year or full program.

## Document Upload

Upload supporting documents & submit your application.

## University Approval

The university will evaluate your documents to confirm your admission.

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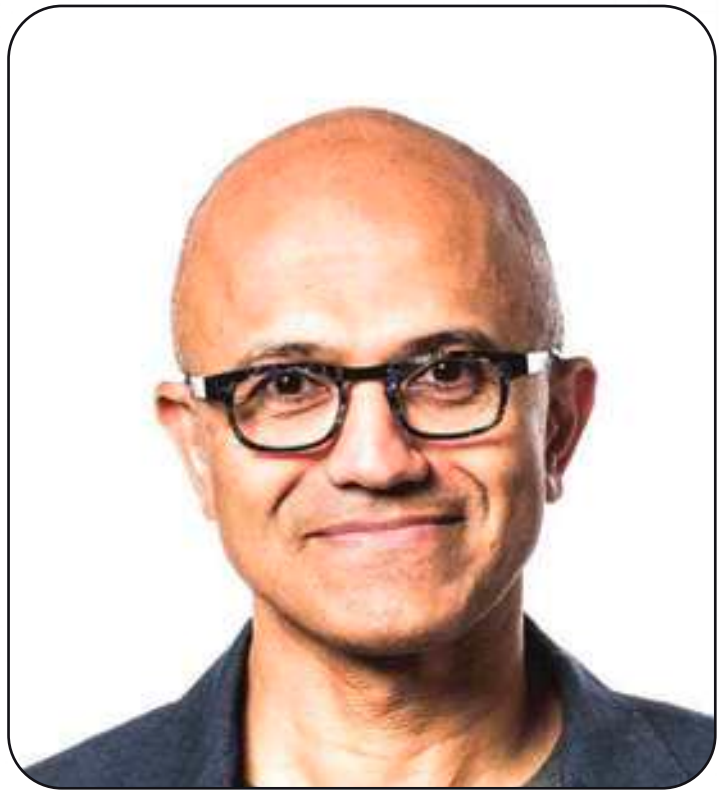


# Your Certification





# Be One Amongst Them!



**Satya Nadella**

Chairman & CEO  
Microsoft Corporation



**Banmali Agrawala**

President  
Infrastructure, Defence  
and Aerospace, Tata Sons



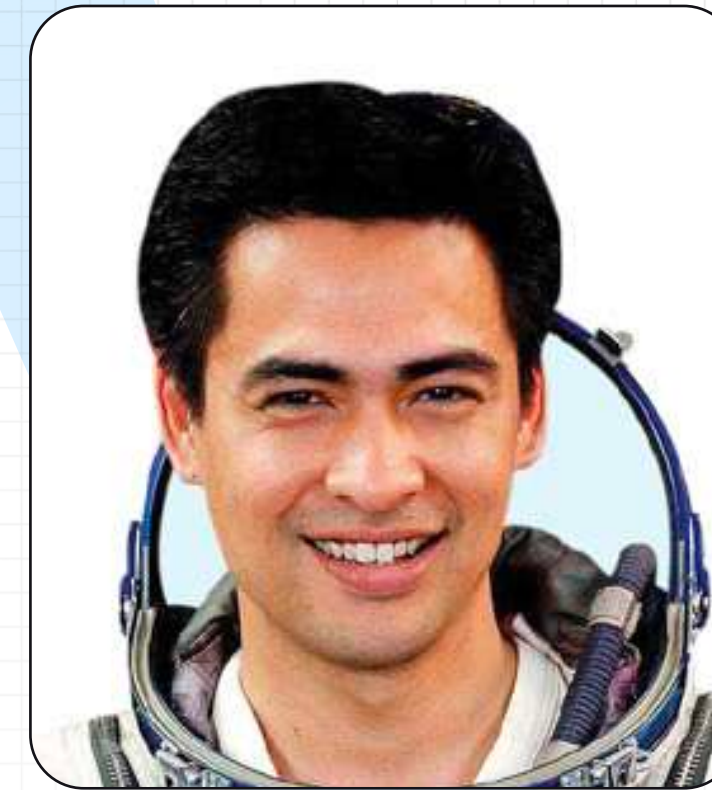
**Rajeev Suri**

CEO  
Inmarsat



**Vikas Khanna**

Michelin  
Star Chef



**Dato Dr. Sheikh**

**Muszaphar**

Malaysia's First  
Astronaut



**Nithya Menen**

Indian Actress & Singer

## Join the Manipal network of 1,50,000 alumni



# Our Recruiters







# Online MANIPAL

**Manipal Academy of Higher Education**

Directorate of Online Education (DOE) Advanced Research Centre, Madhav Nagar, Manipal-576104, Karnataka, India

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**OnlineManipal.com**

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