



Greetings from Indian School of Business!!

ISB offers a 15 months comprehensive course Certificate Programme in Business Analytics (CBA), which introduces the students to the essence of business analytics and provides hands-on experience to apply these techniques to solve real-world business problems. I am pleased to share that the CBA Class of 2019 (Winter) has about 126 students with diverse backgrounds in terms of geography, gender, academic and functional background. The median work experience of the class is 8 years.

I would like to invite your organisation to engage with our students through the **Capstone Projects**. The Capstone Project is a student-led team project that offers a significant value proposition to organisations and the students. It provides a platform for students to apply their classroom learning to real business problems and leverage the power of data to provide valuable insights.

Salient features of the Capstone Project:

- Student teams address a business issue currently being faced or considered by your organisation and come out with actionable solutions/recommendations
- The organisation will provide the problem definition, and a relevant data set corresponding to the problem
- Teams of students will bid for projects stating their proposed approach and methodology
- The team is guided by our distinguished faculty, and monitored by the CBA program office
- The commitment of time by student team (of 3 to 4 members) is about 450-500 man-hours across 3 months
- Student teams maintain regular interaction/ reporting with all the stakeholders of the project through an online format through technology aided platform.
- Two formal reviews are held by the project sponsor, faculty and the CBA program management all of which contribute to the grades allotted to the team
- Final deliverables from the students will be a report and presentation based on the data analysis of a suitably developed model
- There can be an intermediate deliverable where the initial developed model is taken and run by the company on the live data and feedback provided to student teams to enhance the analytical solution.

Taking it forward:

The Capstone Project is an excellent avenue to interact with a student-team that you handpick and oversee during a three-months period. This may also help you make an informed choice, should you choose to make them an offer.

Process and Timelines: (Please refer **Annexure A** for more details)

Deadline for project description submission: **Thursday, July 25, 2019**

Team Selection by sponsor: Sunday, August 18, 2019

Project period: **September 1, 2019 – November 30, 2019**

I hope the programme interests you. To take this forward, please send us a project description (template attached with email) which has the problem definition and details about the dataset.

Please let me know if you have any questions. I look forward to hearing from you.

Best Regards,
Manish Gangwar,
Associate Professor of Marketing
Executive Director, Applied Statistics & Computing Lab
Indian School of Business, Hyderabad

Indian School of Business

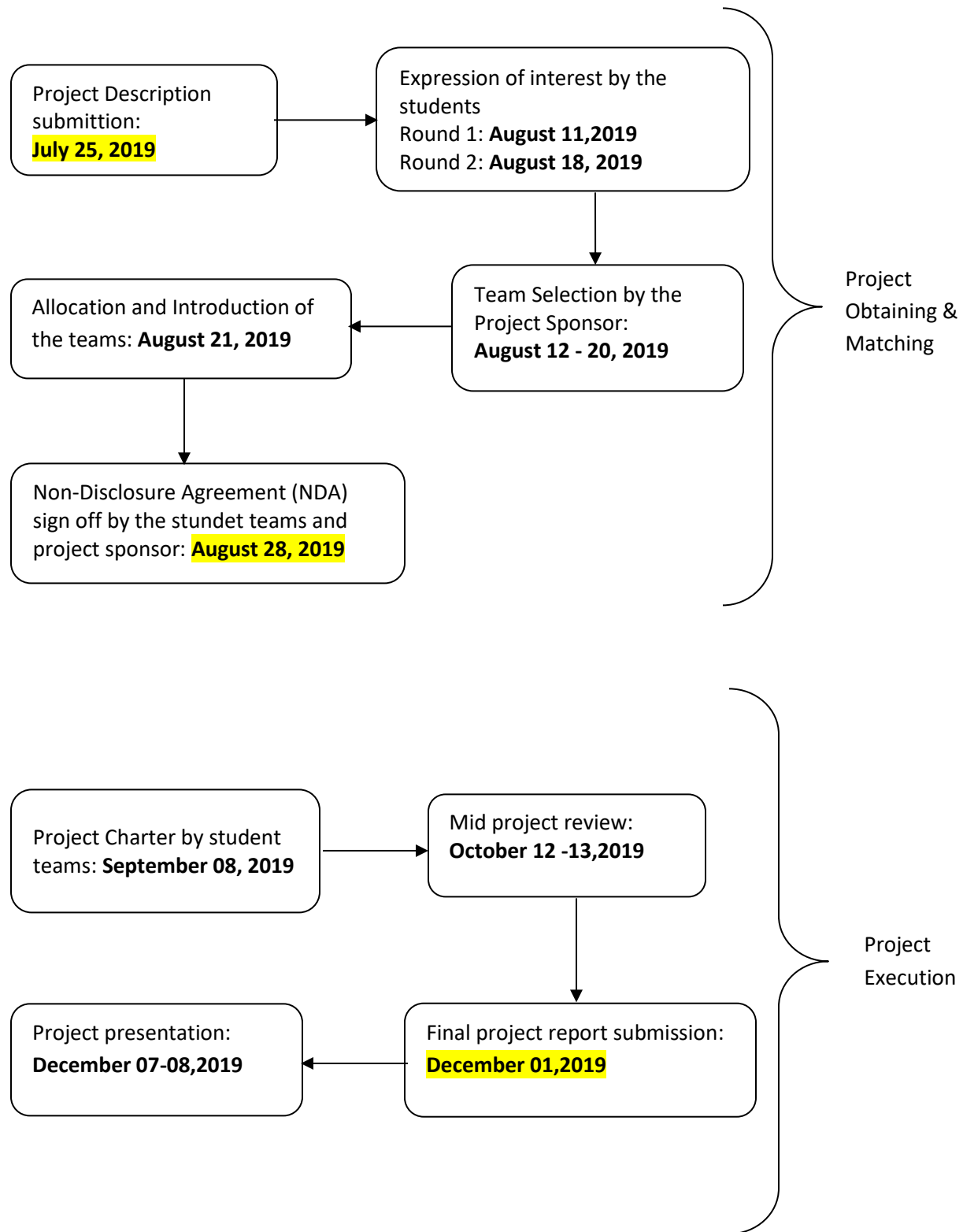
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Annerure A:



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