



Post Graduate Program in Business Analytics (PGP-BA) (Under continuing education industry-focused program)

Introduction:

Business Analytics (BA) is the process of using computational methods to discover and report patterns after examining the historic data. **BA** is the practice of iterative, methodical exploration of an organization's data with emphasis on statistical analysis. The rise of **BA** in recent years is phenomenal in which organizations collect more data and begin to summarize it; there is a natural progression towards using the data to improve estimates, forecasts, decisions and ultimately efficiency. **BA** is used to gain insights that lead to informed business decisions and can be used to automate and optimize business processes. Data driven companies treat their data as a corporate asset and leverage it for competitive advantage. Successful business analytics depends on data quality, skilled analysts who understand the technologies and the business and an organizational commitment to data – driven decision making. The use of **BA** includes –

- Data mining - the exploration of data for finding new patterns and relationships.
- Statistical and Quantitative analysis - used for interpreting why certain result occurred.
- Multivariate testing - used for experimenting to test previous decisions.
- Predictive Analytics / Modeling - used for forecasting future results.

About SIESCOMS:

SIES College of Management Studies (SIESCOMS) was established in 1995. SIESCOMS provides quality management education and has been playing pivotal role in grooming dynamic future managers and leaders for 21st century. SIESCOM's foundation maps its roots to rich tradition of South Indian Education Society (SIES), one of the oldest and value-based educational trusts that run a number of educational institutes in the city of Mumbai. Located at a sprawling campus at Nerul, the academic hub of Navi Mumbai, SIESCOMS boasts of one of the best physical infrastructure befitting a modern b-school. SIESCOMS believes in developing and disseminating valuable knowledge and has a proven track record of grooming future managers and leaders.

The programs offered at SIESCOMS include:

- Masters in Management Studies (MMS)
- Post Graduate Diploma in Management (PGDM)
- Post Graduate Diploma in Management (Pharmaceutical Management)
- Post Graduate Diploma in Management (Biotechnology Management)
- Master of Computer Applications (MCA)
- AIMA - PGDM Program for Working Executives (week-end)

As per most ranking exercises conducted in recent past, SIESCOMS has always figured among top business schools on Pan India basis.

About AIMA:

The All India Management Association (AIMA) was created as an apex body of professional management with active support of the Government of India and Industry in 1957. AIMA is a non-lobbying organization, working closely with industry, government, academia and students to further the cause of the management profession in India.

AIMA has a broad base of 66 Local Management Associations (LMAs) including two cooperating LMAs i.e. Qatar Indian Management Association and Mauritius Management Association. AIMA has established close linkages with over 3,000 institutions and over 30,000 individual professionals directly and through the network of the LMAs.

AIMA makes a salutary contribution to management learning and practice in the country by offering various services in the areas of testing, distance education, skill development and training, events and conferences, research, publications and management development programs.

The Association is represented on a number of policy making bodies of the Government of India and a number of national bodies / organizations. Some important ones are as under:

- All India Council for Technical Education (AICTE), which is the apex regulatory body for professional / technical education in the country
- National Board of Accreditation (NBA), AICTE
- Boards of Governors, Indian Institutes of Management (Ahmedabad, Calcutta, Kozhikode, Kashipur, Udaipur, Ranchi, Rohtak, Tiruchirappalli and Raipur)
- Bureau of Indian Standards, New Delhi
- National Productivity Council, New Delhi
- Central Direct Taxes Advisory Committee

AIMA also brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions. AIMA is a member of the Asian Association of Management Organizations (AAMO) and works closely with several international institutions like University of California - Berkeley, Samuel Curtis Johnson Graduate School of Management - Cornell University, The World Bank, St Gallen Foundation, etc. in organizing international conferences and management development programs.

About Post-Graduate Program in Business Analytics (PGP-BA):

SIESCOMS in collaboration with AIMA (All India Management Association) is launching the said program. This course is designed in response to the need for analytic talent in the marketplace. The overarching purpose of this course is to convey the benefits of a systematic, analytical approach to decision-making, and to build skills, knowledge and confidence in undertaking such analyses through advanced statistical package.

Objectives:

This program is aimed at creating leaders for this crucial sector. Major Learning objectives of this program include:

- Enhancing skill sets of the participants in terms of better decision making, analytical skills, and facilitating their application competencies in day to day working by using tools and models
- Leveraging Analytics for competitive advantages
- Develop skill sets to understand the utility of tools in the business analytics of the company
- Supports cutting-edge research in data science with a business lens
- Develops opportunities for real world data analysis through projects

By end of the program, participants will become adept in systematizing decision-making based on powerful, proven analytical techniques and at building causal models for available data.

Target Group:

a. Working professionals:

- Graduation in any discipline.
- Preferably having at least 1 year of work experience

b. Students:

MBA / Engineering students with any functional specialization (few seats)

Number of seats: 30

Course Type: Online and live classes (contact program at SIESCOMS campus, Nerul)

Course Duration: 11 months

Timings:

Saturdays (6:00 PM to 8:00 PM)

Sundays (9.00 AM to 6:00 PM)

Curriculum:

AIMA Course – First Semester (on-line)

Business Analytics

Module – 1: Introduction to Big Data

Module – 2: Introduction to Analytics and R Programming

Module – 3: Data Analysis Using R

Module – 4: Advanced Analytics Using R

Module – 5: Advanced Analytics Using SAS

SIESCOMS Course – First Semester (physical classroom)

Applied Statistics

- Module – 1: Descriptive Statistics
- Module – 2: Forecasting Techniques
- Module – 3: Sampling Theory and Methods
- Module – 4: Inferential Statistics
- Module – 5: Applied Multivariate Statistical Analysis

SIESCOMS Course – Second Semester (physical classroom)

Functional Analytics

- Module – 1: Manufacturing and Operations Analytics
- Module – 2: Logistics and Supply Chain Analytics
- Module – 3: Marketing and Retail Analytics
- Module – 4: Financial Analytics and Modeling
- Module – 5: HR Analytics

Analytical Tools:

- R (to be taught through on-line as well as physical mode)
- SAS (to be taught through on-line mode)
- Python (to be taught through physical mode)

Pedagogy: Since the program is going to be primarily application oriented, the pedagogic approach will be combination of classroom lecture/discussion, computer laboratory, case study analysis, simulation and small group discussions. Part of the learning, including assignment submission/evaluation, will be through offline and online medium.

Examination: Assignment based evaluation, exercises and project work and end term examinations.

Award of Certification: The participants who successfully complete the above program will be awarded **Post Graduate Program in Business Analytics (PGP-BA)** by **All India Management Association (AIMA)** and **SIES College of Management Studies (SIESCOMS)**.

Program Coordinator:

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Reaching SIESCOOMS

To get to SIESCOOMS, you can commute via bus or train. Nearest station is Nerul on the Harbour Line. If you opt for a bus, bus numbers that will get you to SIESCOOMS are 506, 507, 511 and 512.

Please Note: 505 and 504 buses stop at LP Bus Stop on the Mumbai-Pune Highway.