



12 Months | Blended | ₹5,50,000 + GST

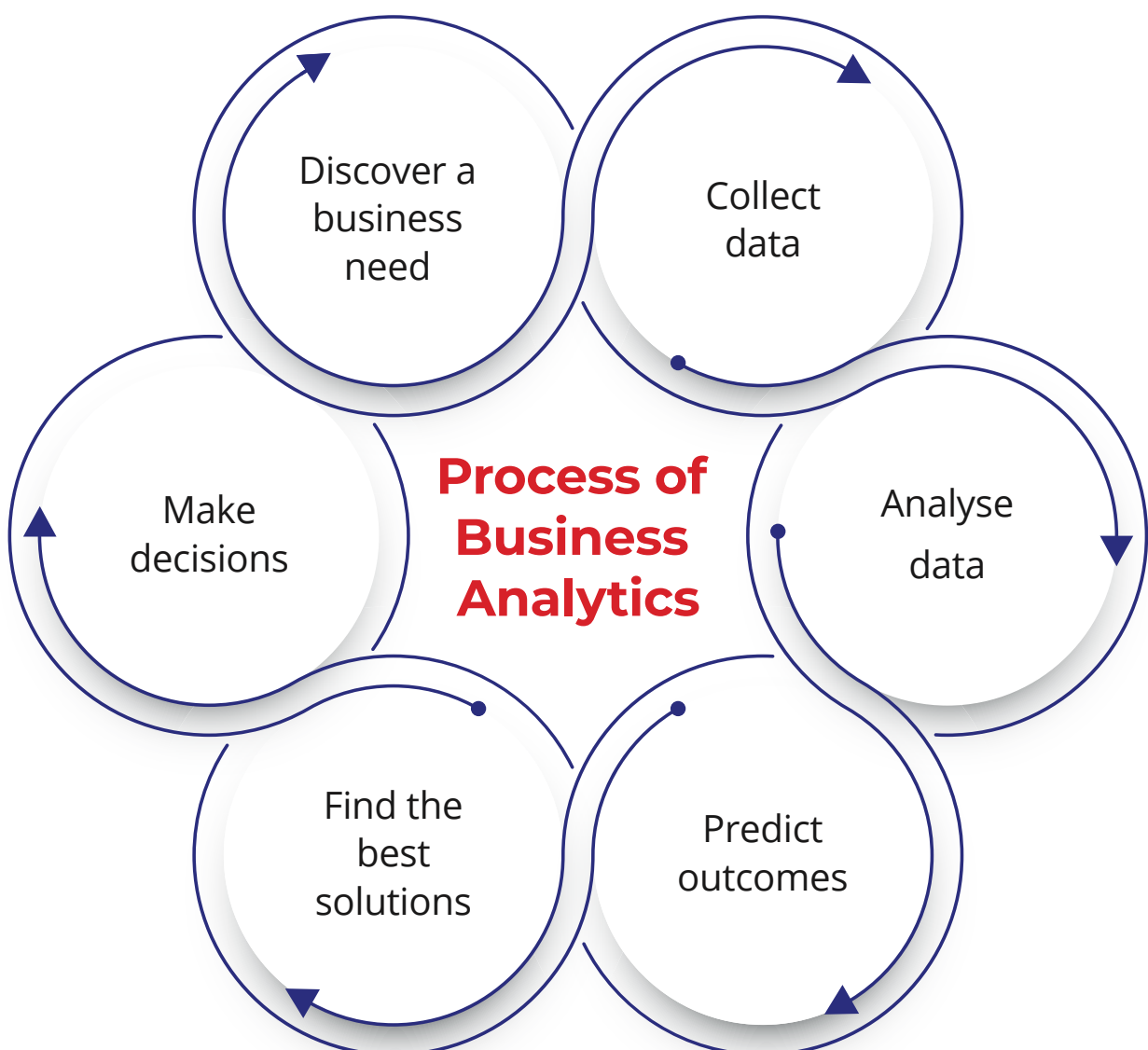
A Times Of India Group Initiative

Analytics: Driving Businesses

“Information is the oil of the 21st century, and analytics is the combustion engine.” This quote by Peter Søndergaard, Chairman of the Board, 2021.AI, and one of the world’s leading technology experts, sums up the significance of analytics in business aptly.

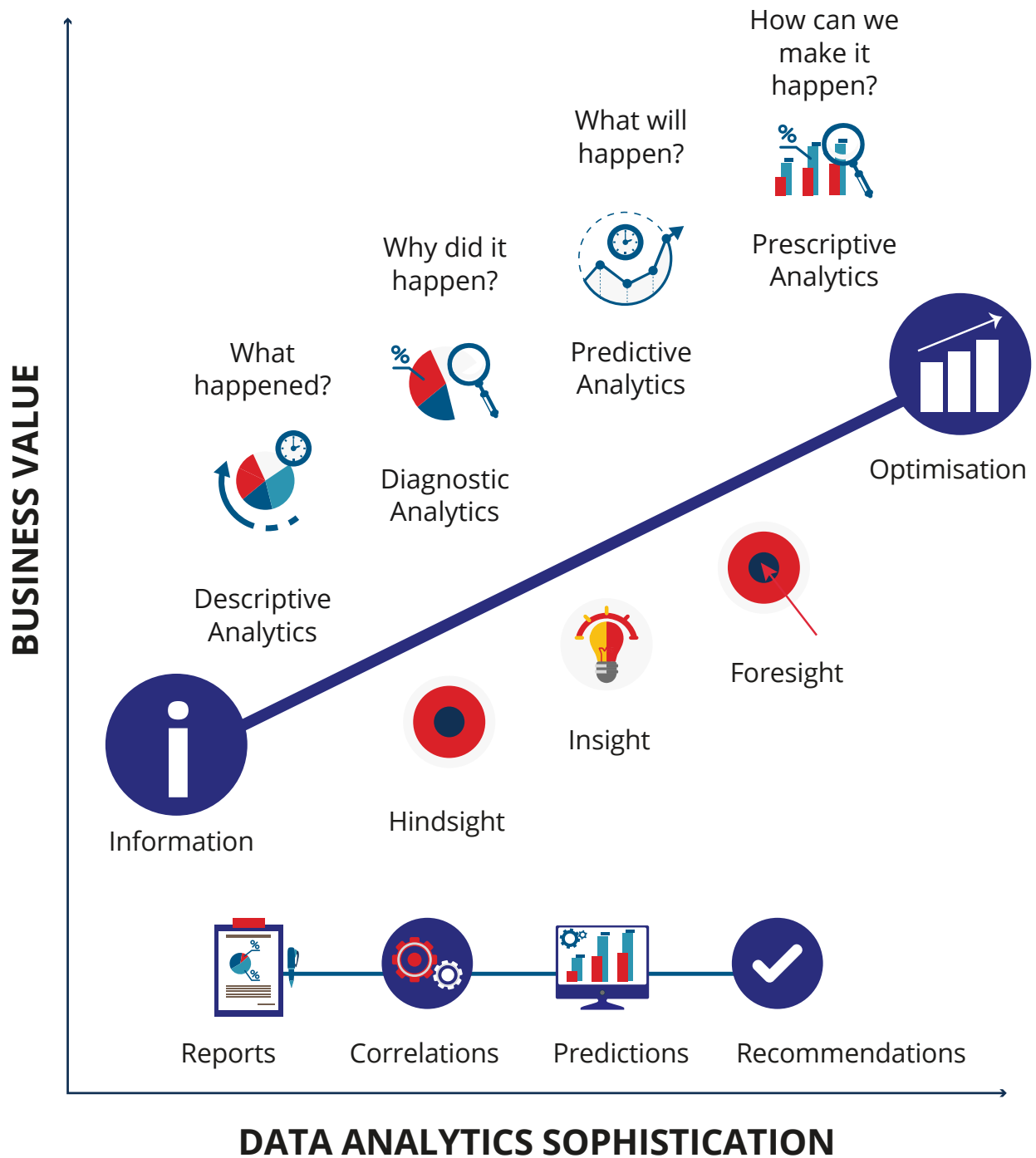
With huge amounts of data floating across all business verticals, Business Analytics has become the key area of focus in most industries. Business Analytics is the iterative exploration of past business performance to drive future business. It uses specialised technologies, skills, and statistical methods to understand past data and gain insights for the future.

Organisations typically use Business Analytics to analyse data from various sources, recognise patterns from that data, monitor trends in real-time, and make informed business decisions.



Need-based Analytics

Businesses can choose from FOUR main types of analytics to leverage information and extract answers as per their need.



Promising Future of Analytics

The Indian analytics industry has experienced explosive growth, recording a 26.5% Y-O-Y growth in 2021 valued at \$45.4 billion. It is expected to touch \$118.7 billion by 2026 and create over 11 million jobs, owing to multiple factors like:



Growth of Internet of Things (IoT)



Increasing importance of data security



Growing adoption of data monitoring



Growing concerns about data accuracy



Growth of cognitive analytics



Open source solutions



Focus on industry-specific analytics



Rising demand for data scientists

With dynamic business landscapes, increasing competition, and numerous options, consumers are always on the look-out for something better. Business Analytics plays a key role in decoding consumer insights. Armed with a spectrum of skillsets, tools, and frameworks, a certification in Business Analytics will propel your career in this growing sector.



Programme Overview

Today, organisations possess a generous amount of information due to IT deployment, yet often fail to utilise it for a competitive advantage. Business Analytics involves quantitative analysis and predictive modelling to drive data-driven strategies. Examples include identifying profitable customers, optimising pricing, innovating products, streamlining supply chains, and understanding financial drivers. Leading organisations like HSBC, PepsiCo, Amazon, Barclays, Capital One, Procter & Gamble, Wachovia, and the Boston Red Sox demonstrate the effectiveness of analytics. As a result, proficiency in analytics and managing big data has become crucial for modern managers.

This comprehensive executive programme covers modules such as Data Mining, Statistics, Decision Modelling, Financial Analytics, Marketing Analytics, Operations Analytics, Machine Learning, Big Data, Cloud Computing, Data Visualisation, Predictive Modelling, and Time Series Analysis that will help modern managers in building a solid foundation in business analytics.

Programme Highlights



Contextually designed
12-month programme



2 campus immersion
modules of 5 days each



Focus on real business
use cases



IIM Calcutta Executive
Education Alumni status

Learning Outcomes



Understand and apply the concepts and models of business analytics



Able to critically analyse, synthesise, and solve unstructured business data



Identify, model, and solve decision-based problems in business settings



Interpret the results and identify appropriate course of action

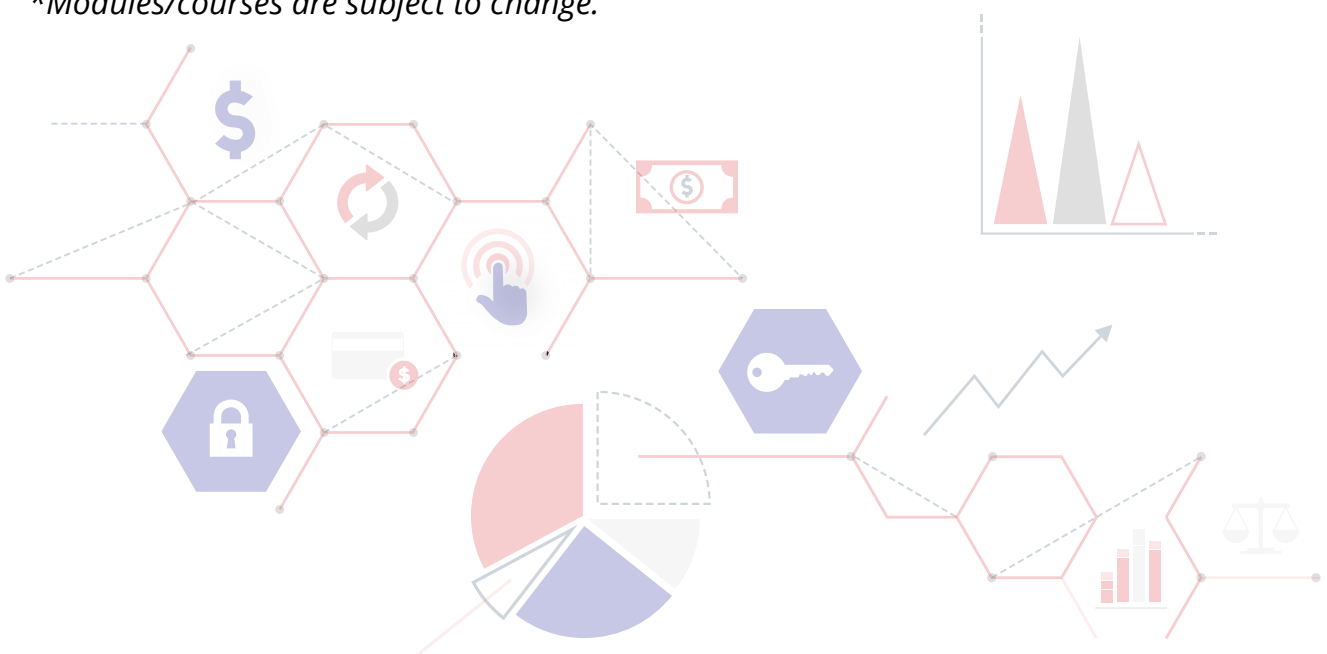


Nurture aptitude for business improvement and innovation

Programme Curriculum*

- Machine Learning
- Advanced Topics in Analytics: Big Data, Cloud Computing
- Data Mining Applications in Python
- Business Analytics and Competitive Advantage
- Data Visualisation and Descriptive Analytics
- Supervised and Unsupervised Learning
- Deep Learning Business Applications
- Statistics and Mathematics for Business Analytics
- Financial Analytics
- Marketing Analytics
- Operational Analytics
- Analytics in Networked Platforms
- Responsible AI & Ethics in Analytics
- Cyber Analytics

**Modules/courses are subject to change.*



Pedagogy

The teaching approach will be highly interactive and leverage technology as well as deploy diverse pedagogical tools and techniques, including lectures, real-life case studies, assignments, quizzes, etc.

Programme Delivery

Sessions will be delivered on TEEL Interactive Learning (IL) platform using Direct-to-Device (D2D) mode that can be accessed by learners on their Desktop, Laptop, Tablet, or Smartphone, and through face-to-face sessions at the IIM Calcutta campus.

Schedule

Sundays:
9:00 a.m. to 12:00 p.m.

Duration

12 months

Campus Immersion

There will be two campus immersion modules of 5 days each, one in between and the other at the end of the programme.

The in-campus modules are subject to the conditions that prevail at that point of time. These conditions pertain to the pandemic or other unavoidable reasons. In case the on-campus module is not confirmed due to COVID-19 situation, the same will be included in the total number of online sessions.

Please note: It is mandatory for participants to attend the campus visit for successful completion of the programme.

Who Should Attend?

- Professionals interested in developing analytical and data-based skills and transition to a career in analytics
- Professionals who have an adequate familiarity with high-school level mathematics

Eligibility Criteria

- Candidates should have a minimum of 50% marks in graduation/postgraduation
- Candidates should have a minimum of two years of work experience* post completion of qualifying examination and should be working at the time of application
- Screening and selection will be done by IIM Calcutta

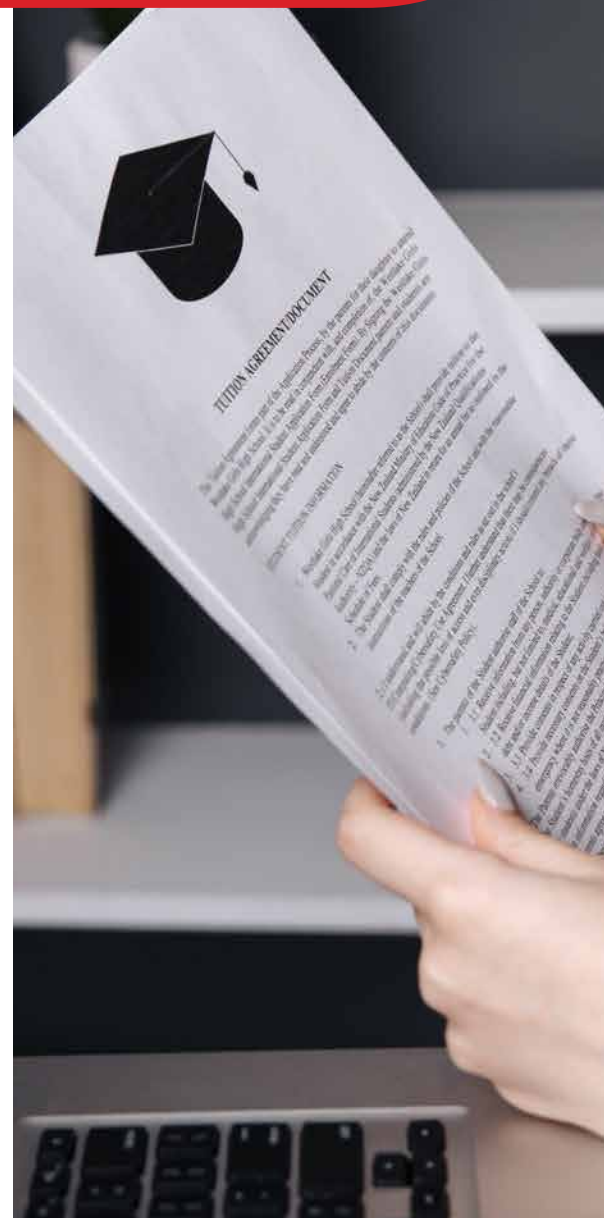
**Internships and training experiences will not be considered as full-time work experience.*

Admission Criteria

The selection will be based on candidate's assessment of educational qualification, professional experience, and motivation based on the Statement of Purpose submitted, subject to meeting eligibility criteria

Attendance Criteria

- A minimum of 66% attendance is a prerequisite for the successful completion of the programme
- It is mandatory for participants to attend both the campus visits for successful completion of the programme



Assessment & Evaluation

- Participants are evaluated by IIM Calcutta on the basis of examinations and other evaluation methods required for certification.
- Examinations shall be conducted with the support of Times Edutech and Events Limited (TEEL). Evaluation will be held for individual modules, but not for modules that are held on campus.
- For modules that are evaluated, participants will be given any one of the following grades: “Excellent”; “Good”; “Fair”; or “Poor.”
- Successful completion of the programme will require a participant to fulfil the attendance criteria and obtain no more than two “Poor” grades in the whole programme.

Certification

- IIM Calcutta will award a “Certificate of Successful Completion” to the participants who complete the programme successfully. In this case, the course-wise grades obtained will be mentioned in the certificate.
- Participants with requisite attendance but with more than two “Poor” grades will receive a “Certificate of Participation”. In such cases, the grades will not be mentioned in the certificate.
- Failure to take an examination or fulfilling the attendance criteria will result in the participant getting an “incomplete” status and no certificate will be awarded to the participant.
- Also, a participant without requisite attendance (of at least 66%) in every course will not be awarded any certificate. It is mandatory for participants to attend both campus visits.

Alumni Status

IIM Calcutta will provide “IIM Calcutta Executive Education Alumni” status to all participants who receive the “Certificate of Successful Completion” of the programme.



LDP/EPBA-12/01

Indian Institute of Management Calcutta

This is to certify that

has successfully completed the

Executive Programme on Business Analytics

held during November 2023 – November 2024

(Prof. Anik Mukherjee)
Lorem ipsum

(Prof. Abhipsa Pal)
Lorem ipsum

Disclaimer: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Calcutta.

Programme Directors



PROF. ANIK MUKHERJEE

*Assistant Professor,
Management Information
Systems,
Indian Institute of
Management Calcutta*

Dr. Anik Mukherjee is an Assistant Professor of Management Information Systems at the Indian Institute of Management Calcutta, India. Before joining IIM Calcutta, he was an Assistant Professor at the Department of Management Studies, IIT Roorkee, India. He graduated from the Indian Institute of Technology, Madras, with an MS and Ph.D. degree in the Information Systems area. He has ten years of research experience in digital platforms (cloud computing, computational advertising), business intelligence, and healthcare analytics. He was awarded the Fulbright Nehru Doctoral Research Fellowship to the Muma College of Business, University of South Florida, USA.

In addition to the Fulbright fellowship, Dr. Mukherjee was a visiting research scholar at the Mercator School of Management, University of Duisburg-Essen, Germany, as a DAAD Master's Research Fellow. He has various international journals and conference publications in the ACM Transactions on Management Information Systems, Decision Support Systems, and other premier outlets.



PROF. ABHIPSA PAL

*Assistant Professor,
Indian Institute of
Management Calcutta*

Dr. Abhipsa Pal is an Assistant Professor at IIM Calcutta. Formerly, she was a faculty at IIM Kozhikode. She completed her Ph.D. in Information Systems from IIM Bangalore, prior to which she was a Senior Software Developer at Infosys. Dr. Pal's work has been published in top-tier international journals including the Financial Times-50 category journal. Her research area includes mobile payment usage and adoption, IT for development, and fintech for micro-entrepreneurship. She teaches courses related to information systems, platforms and digital businesses, and digital transformation for the MBA and Executive MBA programmes at IIM Calcutta.



Sri. Harsha D S

Engineering Manager, Maersk, Batch: EPBA 07

It was indeed a rewarding experience to be part of EPBA 07. I thoroughly enjoyed campus visits, the diverse topics taught, interacting with eminent professors and guest lecturers, and making new friends. Apart from rich learning, EPBA also helped to a great extent in attracting a number of interview calls towards job change, which wouldn't have been possible without brand EPBA. Further, I have gained a lot of confidence in terms of leading Data Mining/Machine Learning projects after completing EPBA, though my primary skill is in data engineering.



Amit Suraj

Associate VP, Kotak Mahindra Bank, Batch: EPBA 08

Gained 360° overview of analytics & ways to solve the real-life business problem through use of analytics.



Hem Prakash Sharma

Director Quality, Conduent Business Services
(Erstwhile Xerox/ACS) Batch: EPBA 09

Last 12 months were like back to school/college again. Enjoyed it thoroughly whenever there were sessions from Prof. Preetam Basu, Prof. Soumya, and Prof. Rahul Roy. I have gained knowledge of statistical tools and concepts which were completely new to me like Decision tree, R, Tableau.



Bhumika Singhal

Technology Analyst, Infosys Technologies, Batch: EPBA 09

It was an amazing experience visiting the campus, meeting the faculty, and meeting the batch mates from different domains across different industries with wide experiences. I have gained confidence that I have a base to start on with analytics.



Subodh Kumar Dubey

Senior Engineer, Ericsson India Global Services
Private Limited, Batch: EPBA 09

Awesome, full of learning. A career transpiring journey. I feel the change in my attitude, way of analysing the problems, and an upliftment in my skills. Batch is full of diversity. The professors are great scholars, influential, admirable, and much to learn from.



Aravind Sastry Nudurupati

Finance Manager, Wells Fargo, Batch: EPBA 09

Improved my perspective on how the industry is assessing data analytics, provided a good insight into the tools and various methods which have to be adopted, vast knowledge of the faculty has also helped us in understanding nuances of industries, and their outlook towards data analytics.

Programme Fee

Particulars	Amount (₹)*
Registration Fee	10,200
Processing Fee**	20,000
Total Fees (Excluding Registration Fee)	5,50,000

- *GST (currently @ 18%) will be added as applicable. Any extra payment due to any change in any of the applicable taxes during the tenure of the programme will have to be borne by the students.
- *All fees will be collected by Times Edutech and Events Limited (TEEL).
- **Processing Fee of ₹20,000 contains ₹12,200 towards Application Fee and ₹7,800 towards Programme Fee.
- Entire Processing Fee of ₹20,000 is refundable in case the participant's profile is rejected by the Institute. Please note that the Processing Fee shall not be refunded in the following circumstances:
 - In case the candidate rejects the offer issued by the Institute; and
 - In case the application is rejected due to submission of incomplete documents, and/or providing incomplete information, and/or eligibility criteria not fulfilled.

Instalment Schedule

Instalment	Instalment Date	Amount (₹)*
I	At the time of registration	7,800
	Within one week of offer letter rollout	1,32,200
II	10 th March, 2024	140,000
III	10 th June, 2024	1,35,000
IV	10 th September, 2024	1,35,000

**Taxes will be additional as applicable.*

Programme Timelines

Last Date to Apply	Refer to Website
Programme Start Date	26 th November, 2023
Programme End Date	November 2024



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



Spread across a 135-acre campus, the **Indian Institute of Management Calcutta (IIM Calcutta)** was established as the first national institute for Postgraduate studies and Research in Management by the Government of India in November 1961 in collaboration with the Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation, and Indian industry.

Over the years, IIM Calcutta gained global reputation for imparting high-quality management education through its Postgraduate and Doctoral level programmes, Executive Training Programmes, and Research & Consulting activities. It is the first 'Triple Accredited' management school from India – with accreditations from the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS), and Association of MBAs (AMBA). It is also the only Indian business school that is a member of the Global Alliance in Management Education (CEMS).

Today, IIM Calcutta is one of Asia's finest business schools. Its strong ties to the business community make it an effective mechanism for attracting India's best talent and promoting management practices in Indian organisations.



4th

Rank in NIRF
Rankings 2023

76th

Rank in QS Global MBA
Rankings 2022

44th

Rank in FT Global MBA
Rankings 2021

Features among the top 100 business schools in the world in FT
Executive Education Custom Directory 2021



TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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