

EXECUTIVE
PROGRAMME ON
**BUSINESS
ANALYTICS**

BATCH 10



	FYU division			FRT division		
254	550	254	274	154	475	
650	320	754	273	823	122	
TRG	241	450	144	364	954	122
TRG	254	650	874	657	125	274
VEF	784	145	124	752	741	752
FRT	453	784	954	241	741	374

Data is just information till
you use Analytics to convert
it into **Business Intelligence**

About IIM Calcutta

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sen-gupta, among others.

Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalizing Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities. Today, the institute serves as an autonomous body, continuously evolving to meet its goals in an ever-changing business environment.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programs.

The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business. IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.



About Hughes Global Education

Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice and data classes with a spread across 75+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -classroom teaching with the latest in technology.

- The first and the pioneers in Interactive Onsite Learning in India for working executives
- Alumni base of over 30,000 students
- 2500 + students enrolling every year
- 200 + programmes successfully completed so far



Introduction

Business Analytics is about quantitative analysis and predictive modeling towards data-driven competitive strategies. Exemplars of analytics are using tools to identify their most profitable customers; offer the right price; accelerate product innovation; optimize supply chains; identifying the true drivers of financial performance etc. Organizations as diverse as HSBC, PepsiCo, Amazon, Barclay's, Capital One, Procter & Gamble, Wachovia, and the Boston Red Sox illuminate how to leverage the power of analytics. Competence in analytics along with the ability to handle big-data has become a critical skill for managers of the new age business organizations.

5 Reasons why?

- ▶ Learn about the Competence in analytics along with the ability to handle big-data
- ▶ Learn what it takes to build a solid foundation of business analytics
- ▶ Blend of quantitative analysis and predictive modeling towards data-driven competitive strategies
- ▶ Peer learning through rich student profile & networking opportunities
- ▶ Get the prestigious IIM Calcutta Executive Education Alumni Status

Highlights

This executive long distance programme is about quantitative analysis and predictive modeling towards data-driven competitive strategies. Modules such as Data Mining, Business Intelligence, Statistical Decision Modeling, Spreadsheet Modeling, Financial Analytics, Marketing Analytics, and Operations Analytics, Big Data, Cloud Computing, Data Visualization and Descriptive Analytics would be taught. The overall value gained at the end of the programme is expected to build a solid foundation of business analytics.

Pedagogy

The pedagogy is highly interactive. It is a judicious blend of theory & practical inputs, case studies, assignments, campus visits, e-learning and business simulation.

Who Should Attend?

Professionals interested to build a career in Analytics

Eligibility

- ▶ You should have a minimum of 2 years of work experience and currently employed

Course Content

- Advanced Topics in Analytics: Big Data, Cloud Computing
- Business Analytics and Competitive Advantage
- Business Data Mining
- Data Mining Applications in R
- Data Visualization and Descriptive Analytics
- Economics
- Finance Fundamentals
- Financial Analytics
- Marketing Fundamentals
- Marketing Analytics
- Mathematics for Business Analytics
- Operational Analytics
- Spreadsheet Modeling
- Statistics for Business Analytics
- Time Series Models in Business

Application Fee -	INR 2,500/- + GST
Registration Fee -	INR 10,500/- + GST
Programme Fee -	INR 3,60,000/- + GST
Campus Visit -	INR 80,000/- + GST
Total Fee -	INR 4,40,000/- + GST
<i>(exclusive of Application & Registration Fee)</i>	

Note-
Application and Registration Fee are non-refundable.
Registration fees payable on selection
Collection of Fee:

Fees Mentioned above are exclusive of GST
*GST (currently @ 18%) will be charged extra on these components Any extra payment due to any change in any of the applicable taxes during the tenure of the program will have to be borne by the students

Installment	Date	Amount INR
I	As per offer letter	INR 90,000/- + GST
II	20th Nov 2020	INR 90,000/- + GST
III	20th Feb 2021	INR 90,000/- + GST
IV	20th May 2021	INR 90,000/- + GST
V	Campus visit I*	INR 32,000/- + GST
VI	Campus visit II*	INR 48,000/- + GST

*Campus fees has to be paid 30 days prior to the actual dates.

Schedule:

Frequency: Once a week
Days- Sunday: 09:00 am - 12:00 pm
Duration- 12 months

*Note- Dates are subject to change if applicable

Important Dates:

Class start- September 2020

Campus Visit:

1st Campus visit- 4 Days
2nd Campus visit- 6 Days



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