



BUSINESS ANALYTICS CERTIFICATE PROGRAMS

STARTING DECEMBER, 2017

Investing in You Is the Best Investment for Success

PROGRAM OBJECTIVES

Business Analytics (BA) is the process of transforming data into actions through analysis in the context of organizational decision making and problem solving. What makes business decisions complicated today is the overwhelming amount of data and information. Data to support business decisions including those collected by firms as well as through internet and social media are growing exponentially and becoming increasingly difficult to understand and use. This is one of the main reasons why analytics is important in today's business environment. Various research studies have discovered strong relationship between a company's performance in terms of profitability, revenue and shareholder return and its use of analytics. BA is now used extensively across different industry verticals to gain competitive advantage and gather business insights for organizations. These certificate programs will cover the core concepts of BA in detail.

PARTICIPANTS

These programs are aimed at industry professionals with 0-2 years of experience, freshers with decent academic record to help them foray into the exciting world of business analytics or data science.

DELIVERY MODE

Classroom based, Saturday and Sunday 4 hours each – from 1100 hrs to 1300 hrs and from 1400 hrs to 1600 hrs

PRE-REQUISITES

3 Months BA Certificate Program: Any Graduate

6 Months Advanced BA Certificate Program: BSc(IT), BCA, MCA, B.E, B. Tech or Any Graduate who has completed the 3 Months BA Certification Program

Basics of Information Technology

Basics of Computer Programming such as Java

Basics of Operating System such as Windows, Linux etc.

SELECTION PROCESS

Candidates will have to appear in an in-person interview conducted by a special panel

PROGRAM FEE

60,000 INR per participant (non-residential) for 3 Months BA Certificate Program. 1,20,000 INR per participant (non-residential) for 6 Months BA Advanced Certificate Program. The fee includes courseware, training venue arrangements and certificate. The fee payment can be done via Demand Draft or Cheque (payable at New Delhi) drawn in name of Vivekananda Institute of Professional Studies-Technical Campus, New Delhi

* Delhi School of Business extends a discount of 20% for 5 or more participants from the same organization

* Delhi School of Business also extends a discount of 20% for DSB and VIPS students and alumni

PROGRAM VENUE

Business Analytics Lab or Executive Classroom, Delhi School of Business, AU Block, Outer Ring Road, Pitampura, New Delhi – 110034 Phone: +91-11-65020149 / 150, +91-11-65651520

Website: www.dsb.edu.in

PROGRAM FACULTY

Prof. Gaurav Sarin (<http://dsb.edu.in/gaurav-sarin>), Prof. Neerja Arora (<http://dsb.edu.in/neerja-arora>), Prof. Pawan Whig (<http://dsb.edu.in/pawan-whig>) and Industry Professionals

ABOUT DSB

Delhi School of Business is committed as best MBA institutes in India to developing, grooming and perfecting the potential of each of our students so that each one can be the best that they can be to meet their future career and life challenges.

Delhi School of Business offers the PGDM, A.I.C.T.E. accredited program and stands apart for its dynamic curriculum structure that doesn't just respond to market needs, but predicts them.

Keeping pace with ever-changing business world, the School brings both theory and application into classrooms through learner-centric pedagogy and high-quality teaching. We bring to bear our students' potential and individual aspirations and in the process, trigger the need in each student to define oneself in the rubric of achieving personal mastery, practicing continuous learning and critical thinking and becoming an invaluable member of society.

The Business School was launched after 12 years of research on business management and administration to meet professional skills demand. Our global industry network combined with cutting-edge teaching quality, provide our students with the best cross-section of dynamic management courses, world-class faculty, regular industry exposure, innovative pedagogy and professional skills training – offering real-life platforms for personal growth, work-readiness and fast career track.

In line with our education philosophy, we go beyond merely skilling our students in their chosen fields to open students to the principals and practice of integrative learning, questioning stereotype thinking, appreciating cultural diversity and inclusion, inculcating intellectual and practical skills and practicing personal and social responsibility – the making of a 21st century global citizen.

We equip you to develop your own personal brand built on the fire of practice in pursuit of perfection. If you are among the best and the brightest, DSB-VIPS offers you the opportunity to realize your potential and define yourself.

HOW TO REGISTER

Kindly fill the below registration form. After filling, please mail only the registration form. After mail submission and screening, candidates will be called for an in-person interview. Selected candidates will be informed and asked to send the Cheque or Demand Draft (mentioning participant name, address, program name at the back) of program fee at the following address –

Ms. Lalita Bisht

Program Coordinator

Delhi School of Business, AU Block, Outer Ring Road, Pitampura, New Delhi – 110034. Phone: 91-11-65020149 / 150, 91-11-65651520

Email: execprograms@dsb.edu.in, lalita.bisht@dsb.edu.in

PROGRAM CONTENT

> 3 Months BA Certificate Program

Topic	Readings/Data Sets	Teaching/Engagement Hours
Microsoft Excel	Documentation and data sets will be shared with participants	16 hours
Tableau	Documentation and data sets will be shared with participants	10 hours
Apache Hadoop	Documentation and data sets will be shared with participants	8 hours
Apache HBase	Documentation and data sets will be shared with participants	8 hours
R	Documentation and data sets will be shared with participants	16 hours
Real Life Case Studies (HR Analytics, Operations Analytics, Marketing Analytics, Finance Analytics etc.)	Case studies will be shared with participants	10 hours
Industry Experts	None	8 hours
Live Project	Data sets will be shared with participants	20 hours
	Total	96 hours of classroom teaching, live project, industry interaction and real-life case studies [12 weeks * 8 hours per week = 3 months]

> 6 Months BA Advanced Certificate Program

Topic	Readings/Data Sets	Teaching/Engagement Hours
Microsoft Excel Basic and Advanced	Documentation and data sets will be shared with participants	26 hours
Tableau Basic and Advanced	Documentation and data sets will be shared with participants	12 hours
SQL	Documentation and data sets will be shared with participants	8 hours
Apache Hadoop	Documentation and data sets will be shared with participants	8 hours
Apache HBase	Documentation and data sets will be shared with participants	8 hours
Apache Pig	Documentation and data sets will be shared with participants	8 hours
Apache Sqoop	Documentation and data sets will be shared with participants	8 hours
Apache Flume	Documentation and data sets will be shared with participants	8 hours
Apache Spark	Documentation and data sets will be shared with participants	12 hours
R Basic and Advanced	Documentation and data sets will be shared with participants	24 hours

Python	Documentation and data sets will be shared with participants	12 hours
Real Life Case Studies (HR Analytics, Operations Analytics, Marketing Analytics, Finance Analytics etc.)	Case studies will be shared with participants	16 hours
Industry Experts	None	16 hours
Live Project	Data sets will be shared with participants	26 hours
	Total	192 hours of classroom teaching, live project, industry interaction and real-life case studies [24 weeks * 8 hours per week = 6 months]