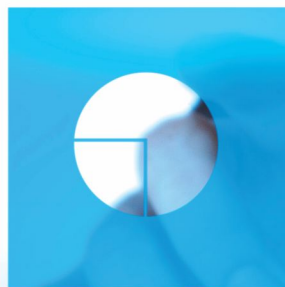


PROFESSIONAL DIPLOMA IN BUSINESS ANALYTICS

Big Data
Analytics
using "R" and
"SAS/Tableau"
software



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



All India Management Association (AIMA), the national apex body of the management professionals in India, launches PROFESSIONAL DIPLOMA IN BUSINESS ANALYTICS. This course is designed and delivered by industry experts from AIMA and WILEY.

Introduction to Business Analytics

Business Analytics is the combination of skills, technologies, applications and processes used by organisations to gain data-driven insights. These insights can be used to aid decision-making across functions including finance, marketing, and operations. This programme is designed by practicing managers and subject experts. It aims at covering the fundamental to advances in Business Analytics. It is aimed at practical learning; therefore, most concepts will be linked with hands-on training, where participants will be expected to work with dummy datasets, and real data sets.

The Professional Diploma in Business analytics is recommended to anyone involved in the planning, implementation, monitoring and measuring the effectiveness of Big Data strategy - or anyone who is looking to add a new skill set and pursue a career in this dynamic field of business analysis. The programme is suitable for professionals of all levels and disciplines, as job roles are gradually becoming more complex. Multitasking with projects executed with lean teams is a phenomenon. In such situation, an in-depth knowledge, understanding and application of data analysis techniques is a must. Participants will also learn how to leverage these strategies to gain the competitive advantage for both their business and career.

Who should join the Professional Diploma?

Category 1

- Graduate students with statistics or maths background
- Engineering students
- MBA students

Students who want to up-skill in BIG DATA ANALYSIS and increase their job opportunities.

Category 2

- Corporates responsible for developing or implementing organisation's data analysis strategy in their organisation
- Professionals who need to understand and get more out of their organisation / sector data.
- Professionals who want to fast-track their career or improve their position in the marketplace
- Business and data analysts, and database professionals willing to foray into big data analytics

Professionals / Organisations in telecom, banking, IT consultancy, retail and healthcare who want themselves / their employee to be proficient in business analysis.

Course Objectives

- The objective of the programme is to help participants to understand big data, its elements, and usage, from multiple perspectives-as analysts, decision maker, corporate leaders, investment banker, consumer analyst and entrepreneurs.
- The emphasis will be on developing fundamental concepts with a strong understanding of information within the data, using predefined data sets to do hands-on exercise.
- Use of virtual lab for step by step learning. Doing live projects to gain real-time practical application.
- Proficiency in two big data analysis platforms i.e. **R** and **SAS/Tableau**
- Competencies in "R", Rhadoop, on real dataset (including project work)
- Preparing participants of this course to start working independently as business analyst/ market analyst and strategic decision makers.

Programme Structure

The programme is divided into 5 modules. Each of the modules is of equal duration and weightage which will have assignments relevant to it. Once a module is completed, the student automatically progresses to the next module.

Module 1 : Introduction to Big Data

Module 2 : Introduction to Analytics and R

Module 3 : Data Analysis Using R

Module 4 : Big Data Analytics Methods

Module 5 : Tableau – Data Visualisation

* Module on SAS, Fraud Analytics/ Consumer Analytics/ Social Media Analytics can be added

Course Duration

5 Months – 135 hours programme

Programme Highlight

- 75 hours instructor-led training
- 20 hours offline lab environment
- Working with analytical tool - "R" and SAS/Tableau software
- Online doubt solving by experts
- Certification : Industry approved and recognised certificate
- 20 hours of online (recorded) sessions
- 20 hour self-learning, 15 hour live project
- World class study material from Wiley with unlimited download access
- Online projects : 12 hours (in banking, financial, marketing, HR functional area.)

Assessment Process

The assessment process is divided into 2 levels.

A. Module assessment: Based on assignments and projects (50% weightage).

B. Final assessment: Covers entire topic of the course (50% weightage)

Modular assessment done by the faculty / trainer of the module. And at the end of the course, the student will face an online examination covering the entire course. Questions will be case based multiple choice and short answer.

Prerequisites for attending the programme

- Basics of statistics
 - Measures of central tendency and averages
 - Measures of dispersion
 - Fundamentals of probability
- Basic understanding of graphs, histograms, and scatter plots
- Basic knowledge of databases, tables and fields would be an added advantage
- Fundamentals of spreadsheets and computations

Modules can be customised and used for

- Corporate training
- Integrated with engineering curriculum
- Integrated with MBA curriculum
- Integrated with BBA or B. Com curriculum

Programme fee

₹ 45,000 + GST

Special Fee for JMA - Rs 25000 + GST subject to min. 30 registrations

The fee includes 5 months course fee + online digital library with customised courseware including books, videos, exercises, dataset, certification exam fee + Software (R and SAS/Tableau)

Class Timings

A: Online Class Room Mode

Weekend programme: 4 hours (Saturday/Sunday)

B: Face to Face classes at AIMA, Lajpat Nagar, Delhi

Certification

The successful completion and assessment of the programme will lead to award of "PROFESSIONAL DIPLOMA IN BUSINESS ANALYTICS"

What's so special about our course?

- In depth learning through hands on exercise - almost 40% application based .
- Pedagogy - case study based with live cases from industry, bringing meaning and relevance to the course.



All India Management Association (AIMA), as the national apex body of management profession in the country is committed to enhancing the competence of management profession through its multifaceted activities. AIMA has a broad base of 67 Local Management Associations including two cooperating LMAs abroad, with a membership of over 30,000. AIMA is represented on the Boards of India's premier Business Institutions and also represented on Boards of Government bodies including the AICTE, National Board of Accreditation, National Productivity Council to name a few. In addition, AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions.

About WILEY

Wiley is a global provider of knowledge and knowledge-enabled services that improve outcomes in areas of research, professional practice and education. Through the Research segment, the Company provides digital and print scientific, technical, medical, and scholarly journals, reference works, books, database services, and advertising. The Professional Development segment provides digital and print books, online assessment and training services, and test prep and certification. In Education, Wiley provides education solutions including online program management services for higher education institutions and course management tools for instructors and students, as well as print and digital content.



For more details, please contact:

**For any clarification / registration , please write to
secretary.jsrjma@gmail.com or call on 9230522510 or 7763807220**

Special price for JMA: Rs 27500 + GST subject minimum 30 registrations.

Payment needs to be in favour of Jamshepdur Management Association.