



EPBA



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

Executive Programme in Business Analytics Batch-4



Programme Schedule: Thursday – 6:45 pm to 9:45 pm & Saturday – 9.00 am to 12.00 noon

Campus Visit: 5 days over 2 visits. Attendance is mandatory for both the visits.

Programme Duration: 1 year

Programme Fees (in INR):

Application Fee	2,000/-
Programme Fee	2,00,000/- + 24,720/- (S.Tax) = 2,24,720/-
Registration Fee	5,618/- (Inclusive of tax)
Campus Fee (Payable to IIMC)	20,000/- + S.Tax

Note: Current prevailing Service Tax rate of 12.36% has been taken. Any variation in the service tax rate of 12.36% shall be to student account.

Installment Schedule:

	I	II	III
Amount (INR)	84,270/-	78,625/-	67,416/-

Note: Installment amounts inclusive of taxes. Does not include campus fees.. Campus Visit Fees is mandatory and additionally is payable directly to IIM Calcutta.



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HUGHES

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About IIMC

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. Sengupta, 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 professionalising 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, continually 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



Hughes Global Education, is a premier interactive onsite learning through satellite based education and training service initiated by Hughes, for corporate and working professionals/ Students. It has live, interactive, real-time, two way video, voice and data classes, and spread across 140+ classrooms in 70+ cities. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). First of its kind in the country, started in 2001, this platform seamlessly integrates the strengths of the traditional method of education – classroom teaching – with the latest in technology.

Key Benefits

- ▶ Added advantage of theoretical and practical aspects from renowned faculty
- ▶ Work while you study. Attending classes at a time and place convenient to the aspirants (Hughes network spread across 70+ cities, 140+ centres)
- ▶ Benefits of Traditional Brick & Mortar Model (through Hughes, pioneers of 'Class Apart' learning methodology)

Introduction

Consequent to decades of information technology deployment, organizations today have more information at hand about their business environment than ever before. But in many cases the information is not being utilized to out-think the rivals. Thus organizations are missing out on a potent competitive tool. Business Analytics is all about sophisticated quantitative and statistical analysis and predictive modeling used towards building competitive strategies around data-driven insights that in turn generate impressive business results. Exemplars of analytics are using new tools to identify their most profitable customers and offer them the right price; accelerate product innovation; optimize supply chains; and identify the true drivers of financial performance. A wealth of examples—from 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.

This executive long distance programme is designed to expose participants to state of the art tools and techniques of analytics. The programme coverage would include discussion on topics such as Data Mining, Soft Computing, Design of Experiments, Survey Sampling, Statistical Inference, Investment Management, Financial Modeling, Advanced Marketing Research etc.

Programme USP:

- Premier & successful Business Analytics Programme from IIMC – India's foremost business school
- Revised and updated course content and coverage
- Special inputs from Boston University
- Books, Cases and Study Materials included in the Course
- A dynamic team of programme directors, each from the core business area, to build in more rigour & quality into the program
- Specially selected core faculty – both domestic & International
- Quality interactions and increased peer group learning
- Specifically designed for working executives with all the flexibility benefits of Interactive Onsite Learning.
- Participants selected, based on elaborate selection process and profiling.
- Alumni Status from IIMC
- Large Alumni base from past batches have been largely benefited from this programme. Several participants have advanced their careers within and outside their organizations.

Eligibility:

- Applicants should be working professionals/self-employed.
- Engineers, Post Graduates & Graduates with minimum 2 years of work experience (full-time paid employment) post completion of graduation as on Application Closure Date.
- Full Time Degree Graduates (10+2+3) in any discipline with min. 50% marks [aggregate - considering results of all years (e.g. 3 or 4 together)] recognized by UGC/AICTE. Deviation – only AICTE/State Tech Board approved full-time Diploma (10+2+3) will be considered.

Course Contents :

- Business Analytics for Competitive Advantage
- Mathematics for Business Analytics
- Statistics for Business Analytics
- Spreadsheet Modeling
- Business Data Mining
- Time Series Models in Business
- Business Intelligence
- Marketing Analytics
- Financial Analytics
- Operations and Supply Chain Analytics

Pedagogy:

- Theory & Practical Inputs
- Case study approach.
- Assignments, E-Learning, & Business Simulation

