

Shree Chanakya Education Society's

INDIRA INSTITUTE OF MANAGEMENT, PUNE

"Empowering Minds To Elevate Lives"

An Autonomous Institute Affiliated to Savitribai Phule Pune University

PGDBA

POST GRADUATE DIPLOMA IN BUSINESS ANALYTICS

BATCH 2023 - 24

www.indiraiimp.edu.in

ABOUT IGI

Shree Chanakya Education Society's "Indira Group of Institutes", Pune was established in 1994, with the explicit vision to provide sustainable impetus to the corporate and entrepreneurial abilities in the youth. The realization that a robust framework of education is indispensable for the growth of global leaders, the visionary, Dr. Tarita Shankar, Chairperson, Indira Group, integrated her pursuit of excellence and articulated educational institutions, known as Indira Group of Institutes (IGI), which imbibe human excellence and demonstrate strong social values, with a single minded pursuit of developing the youth to become business leaders.

Unrelenting initiatives by the management team at Indira led to adding of multi-disciplines such as Management, Information Technology, Pharmacy, Commerce, Science, Engineering and Mass Communication to the group and growth has been as deep as it has been wide. With 15 institutions, IGI now offers education right from Kindergarten to Doctorate level studies. IGI believes in the economic independence of individuals. In this endeavor we aim to inspire our post graduate students to create a niche for themselves in the Indian Economic order first, and then compete globally. We owe our gratitude to the Indian Industry for consistently collaborating with us in this endeavor. Renowned industrialists have visited us and tremendously enhanced the morale of our students by sharing their vast knowledge and experience about entrepreneurial opportunities and foster a spirit of entrepreneurship amongst students.



DR. TARITA SHANKAR
Chief Managing Trustee,SCES
Chairperson, IGI



DR. PANDIT MALI
Executive Director, IGI
Director, Indira Institute of Management,

ABOUT IIMP

Indira Institute of Management Pune is the flagship institute of Shree Chanakya Education Society. IIMP is an autonomous institute affiliated to Savitribai Phule Pune University. The institute offers MBA (PG Program) and BBA (UG Program). The Institute offers MBA (PG Program) and BBA (UG Program). The MBA and BBA programs are affiliated to SPPU and approved by AICTE, New Delhi.

IIMP is the very first management institute in Pune and third in Maharashtra to be accredited by the National Board of Accreditation (NBA) of AICTE, New Delhi for MBA course. It is re-accredited for the fourth time up to June 2023. It is a widely accepted fact that rapid economic growth can happen only with the help of amply skilled managers and leaders, who will give the country a desired impetus for the development of each sector. This has become possible with the leap of management education, especially in India. The gamut of this leap has outreached large heterogeneous sections of society across Academia and Industry. What made wonders in the past will become obsolete in the future! Thus, creating new and better courses and customizing them as per the interest of the Industry and students is the need of the current management education system. IIMP strives to achieve the very same objective.

VISION OF IIMP

The Institute offers MBA (PG Program) and BBA (UG Program). The MBA and BBA programs are affiliated to SPPU and approved by AICTE, New Delhi.

IIMP aims to continue to be a Centre of academic excellence in the field of management education with the purpose of developing socially responsible business leaders and entrepreneurs, who are global citizens and will help in creating a world that will uphold and preserve humanity beyond religion and gender.

MISSION OF IIMP

- To develop managers and entrepreneurs by promoting a learning environment that encourages knowledge inquisitiveness, creative thinking, systems thinking and social intelligence.
- To contribute to the human capital requirement of the industry by enhancing the employability of the graduates.
- To sensitize the graduates towards work ethics and social responsibility.
- To foster strategic alliance with industry for research and its application.



ABOUT THE PROGRAM

Post Graduate Diploma in Business Analytics

Introduction

The Post Graduate Diploma in Business Analytics (PGDBA) program is designed to provide an in depth and practical working knowledge of analytics and its applications in solving real life business problems to the working professionals. The participants will learn how to use statistical models, text mining and big data techniques for modelling real world and making sound data driven business decisions. Analytics is the evolving field which has come into focus as enormous amount of data is getting generated in the businesses and on the internet. The volume, variety and velocity of the data is increasing and it is imperative that to analyse such data one needs to be equipped with understanding of Analytics, tools and application in various businesses. The businesses who are utilizing the Big Data and using the Business Analytics to process the data to gain insights into the various aspects of business will have advantages over its competitors. The students who will be entering into such dynamic corporate world and the professionals who are already working in corporate must upgrade themselves to understand the Business Analytics and its application in the business. This diploma is an opportunity to equip the participants to make them understand Analytics and its application in the business, so that they will be able to apply it in various businesses and gain the advantages.

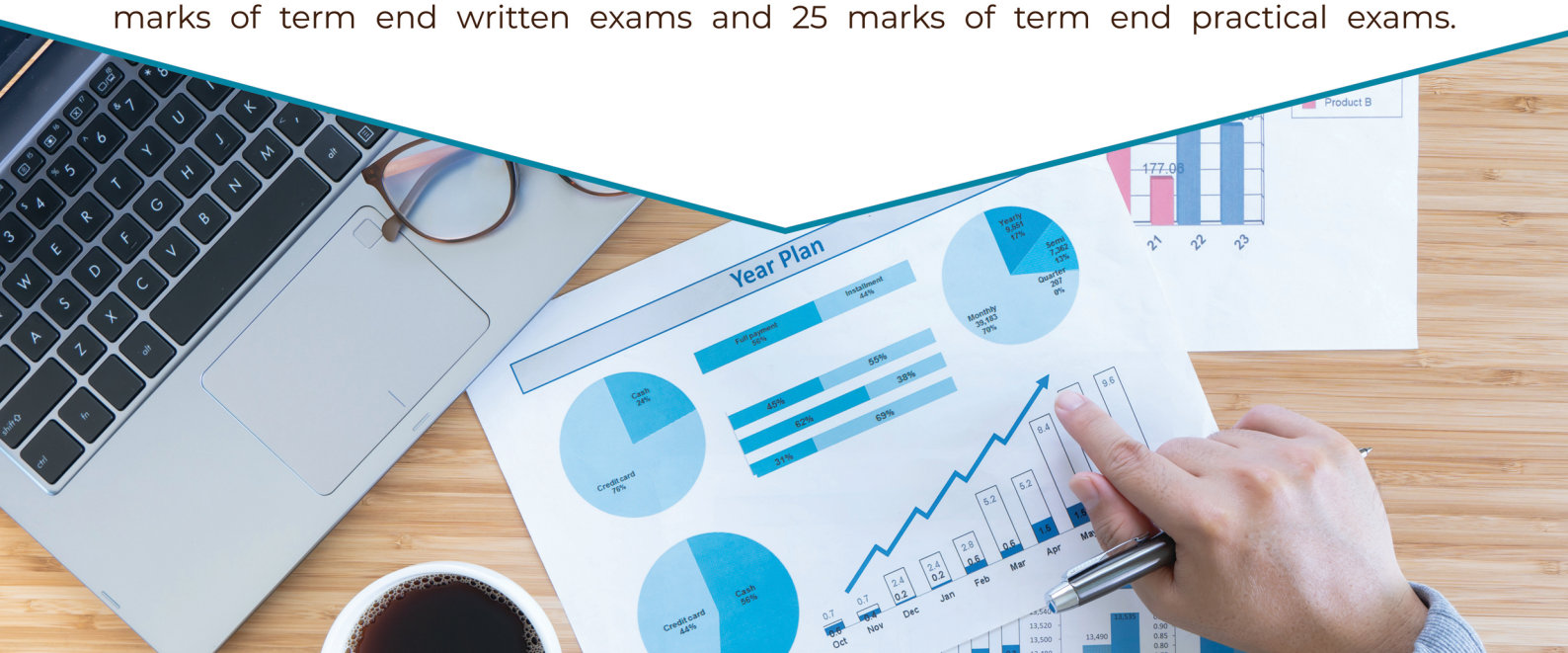
Level : Post Graduate Diploma	**Pattern :** CBCS
Commencement : September, 2023	**Duration :** 09 Months
Study Mode : Full Time	Intake : 60

Eligibility

Passed minimum three-year duration Bachelor's Degree awarded by any of the Universities recognised by University Grants Commission or Association of Indian Universities in any discipline with at least 50% marks in aggregate or equivalent.

Examination

At the end of each semester, there shall be Term End Examination for every course. It shall be based on entire syllabus and will be further divided into 50 marks of CCA, 25 marks of term end written exams and 25 marks of term end practical exams.



This Program is for

- Freshers who want to make a career in business analytics.
- General professionals to make them understand Analytics and its application in the business, so that they will be able to apply it in various businesses and gain the advantages.
- Business owners who utilize Big Data and using the Business Analytics to process the data to gain insights into the various aspects of business.

WHY IIMP?

IIMP Campus is one of the finest Management education institutes having best IT education infrastructures in the country. Some distinctive features of our campus:

- 40,000 sq. ft. built-up space· Modern classrooms, syndicate rooms & conference centre
- 400 seating capacity air-conditioned auditorium
- 150 seating capacity air-conditioned convention centre
- Wi – Fi, broadband internet enabled campus
- Well-equipped and maintained computer laboratories
- Industry-driven comprehensive curriculum

Teaching Methodology

- Hybrid mode sessions
- E-learning activities with innovative case-studies and assignments
- Contextual learning with the help of case studies in the classroom

Program Education Objectives

- PGDBA student will showcase relevant skills and domain knowledge required for Business Analytics.
- PGDBA student will be well versed with analytics platform, tools, techniques and will be able to provide solutions to business problems in line with the global business analytics.
- PGDBA student will able to leverage the know how about data anlytics, tools and techniques in real world scenario.

Career Opportunities

- Ambitious individuals pursuing top-tier job opportunities
- Aspiring students aiming to forge a career in the dynamic realm of Business Analytics.
- Working professionals eager to acquire comprehensive expertise in the field of Business Analytics.
- Entrepreneurial visionaries seeking to enhance decision-making, reduce expenses, and unearth fresh business prospects.

Placement Pathways

The demand for digital professionals is increasing day-by-day. The opportunities for working professionals is endless and the right skills open up a career path that leads to satisfying, lucrative and exciting. Following are key career streams as mentioned below but not limited to-

- Business Analyst
- Business Analyst Industry Expert
- Business Analyst Project Manager
- Data Analyst
- Data Scientist
- Predictive Modeller
- Qualitative Analyst
- Market Research Analyst
- Technical Team Leader
- Big Data Analyst
- Data Warehousing Expert
- Business Intelligence Expert



Faculty Profile



Dr. Punam Bhoyar
Associate Professor

Dr. Punam Bhoyar is a post graduate in computer science from Amravati University and completed her doctoral degree from Dr. BAMU Aurangabad University. She has a strong academic foundation. She pursued multiple job portfolios with blend of experience including research, academics and administration. For last thirteen years she is associated with Indira Institute of Management, Pune as a faculty member.



Dr. Neha Ramteke
Assistant Professor

Dr. Neha is an Electronics Engineer and MBA in Computers Management from Pune University. She has been awarded with Ph.D. degree from K. B. C. North Maharashtra University, Jalgaon. She is FDP Alumni (2019 Batch) of prestigious Indian Institute of Management, Ahmedabad. She has a teaching Experience of over 10 years and her subject expertise are Digital Business, Visual Analytics and Advanced Excel. she was awarded “Best Faculty in I.T.” at Innovative Education Leadership Award Mumbai in 2022. She is a member of Indian society for technical Education. She is working with Indira Institute of Manageemnt from last nine years.

MASTER BUSINESS ANALYTICS TOOLS

tableau

MicroStrategy

DOMO

Looker

ZOHO

Qlik

sas

board

Infor Birst

GET BUSINESS ANALYTICS CERTIFICATIONS

- Certified Analytics Professional (CAP)
- IIBA Certified Business Analysis Professional (CBAP)
- IIBA Entry Certificate in Business Analysis (ECBA)
- IIBA Certification of Competency in Business Analysis (CCBA)
- IIBA Agile Analysis Certification (AAC)
- IIBA Certification in Business Data Analysis (CBDA)
- IQBBA Certified Foundation Level Business Analyst (CFLBA)
- PMI Professional in Business Analysis (PBA)
- Certified Professional for Requirements Engineering (CPRE)
- HBS Online Business Analytics Programme



COURSE STRUCTURE

Sem	Course code	Course Title	Credits	Evaluation		
				Internal	External	Total
I						
	GC10BA-101	Statistics Essentials	4	50	50	100
	GC10BA-102	Business Analytics using R	4	50	50	100
	GC10BA-103	Python Programming	4	50	50	100
	GC10BA-104	Visual Analytics	4	50	50	100
	Any two from Electives Below					
	GE5CBA-101	Workforce Analytics	2	50	0	50
	GE5CBA-102	Financial Analytics	2	50	0	50
	GE5CBA-103	E-Commerce Analytics-I	2	50	0	50
		Semester 1 Total	**20**	**30**	**20**	**500**
II						
	GC10BA -201	Advanced Statistical Methods using R	4	50	50	100
	GC10BA -202	Artificial Intelligence in Business Applications	4	50	50	100
	Any two from Electives Below					
	GE5CBA -201	Marketing Analytics	2	50	0	50
	GE5CBA -202	Social Media, Web and Text Analytics	2	50	0	50
	GE5CBA -203	E-Commerce Analytics-II	2	50	0	50
	GC20BA -201	Industry Internship Project	8	100	100	200
		Semester 2 Total	**20**	**300**	**200**	**500**
		Grand	**40**	**600**	**400**	**1000**

INDIRA

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