

## Industry Mentor



### Dr. Uday Sawant

Co-Founder-Okaygenie.com ; Ex-Vice President-  
Larson & Tubro Infotech LTD.



### Ms. Priyanka Shah

MVP (AI), Microsoft ; Ex-Group Manager - Advanced  
Analytics (AI/IoT), Avanade; Ex-Solution Architect,  
Franklin Templeton



### Ms. Priyanka Marwah

Associate Partner, ISA Consulting, IBM; Ex Director-  
Mazars; Ex Sr Manager- Deloitte



### Mr. Abhijeet Bijoor

Data and Analytics Architect- KPMG UK; Ex Sr.  
Assoc. Consultant- Infosys Ltd.; Ex Business Analyst-  
Ugam solutions Ltd.



### Mr. Avishek Sinha

Scrum Master, Senior Analyst- HSBC; Ex Banker -  
HDFC, ICICI, YES; Ex Fraud and Risk Manager -  
Bandhan Bank



### Mr. Devang Parekh

AVP- Credit Suisse; Ex AVP - JP Morgan ;Ex Team  
lead- Accenture



### Mr. Rahul Murarka

Principal Technical Program Manager- FreeCharge,  
Axis Ban; Ex Product Manager- Exponentia AI ; Ex  
Sr Analyst - AC Nielsen

## Payment Details

**Account Name:** INDIAN EDUCATION SOCIETY- 1

**Account Number:** 30207291479

**Name of the Bank:** Greater Bombay Co.Op. Bank Ltd.

**Branch Name:** Bandra Reclamation

**IFSC Code:** GBCB0000018

**Type of Account:** Savings Account

Please email the screenshot of payment details to:

[mcrc.accounts@ies.edu](mailto:mcrc.accounts@ies.edu)

## Program Faculty

### Dr. Richa Chaudhary ( Program Head)

Associate Professor: Marketing and Business Analytics, Ph.D,  
EPBA (Business Analytics- IIM Calcutta), MBA, PGDTP, B.Sc  
Honors (Mathematics)

### Dr. Mrunal Joshi

Associate Professor: IT and Business Analytics, Doctoral Fellow  
(NITIE, Mumbai), MCA, M.Phil, UGC-NET (Management)

### Prof. Devaki Nadkarni

Assistant Professor: Operations and Business Analytics, B.E.  
(Mech), M.B.A., UGC-NET(Management), PhD (pursuing)

### Prof. Vaibhav Chawade

Assistant Professor: Information Technology, MA (Emotional  
Intelligence & Life Coaching), PGDBM Systems, BE Computer  
Engineering, Diploma in Digital Marketing and Metrics-SPJain  
Global.

### Prof. Akshay Rele

M.E.(Computer - Sardar Patel Institute of Technology), B.E.  
(Information Tech.)



11 Months  
Program



Gain Industry-ready  
Business Analytics Skills  
Based on Data-driven  
Insights



Learn from Leading  
Faculty and Industry  
Experts



12 Industry-oriented  
Modules with a  
Capstone Project



Experience Live  
Online Learning  
without Taking a  
Career Break



Gain Actionable  
Insights from Real-  
world Case Studies  
Across Business  
Domains

## EXECUTIVE CERTIFICATE PROGRAM IN BUSINESS ANALYTICS

Starts April 22, 2023 | 11 Months | Live Online Sessions

IES's Management College and Research Centre  
Vishwakarma M.D. Lotlikar Vidya Sankul, Plot No. 791, S.K. Marg,  
Bandra Reclamation, Mumbai-400 050, India

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Website: <https://www.mcrc.ies.edu/executive-certificate-programs/business-analytics>



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## About IES

IES is one of India's oldest Public Charitable Trusts committed to education and successfully running 64 Institutions. IES's Management College and Research Centre (IESMCRC) is recognized as a premier business school, committed to academic excellence and value based education.

In our endeavor to shape and develop business leaders, we offer several full time courses which include Post Graduate Diploma in Management (PGDM) and Post Graduate Diploma in Management (Pharmaceutical Management) approved by AICTE.

## Program Overview

Business Analytics has emerged as one of the most potential career options in terms of professional growth. The rise of business analytics has resulted in a great demand for trained business analysts and the trend will only continue to rise.

Sensing this need to create a workforce that understands the field and is trained to tackle the complex issues related to business analytics, IESMCRC, has come up with this program, which is designed to provide in-depth knowledge of data-based decision making using real case studies.

This program will:

- Help participants understand the critical concepts of business analytics and research.
- Clarify the scientific understanding of complex methods which are required in business decision making.
- Help participants effectively apply analytical concepts in real life scenarios across various industries.

## Program Structure



**Course Hrs.= 150 + Hrs. ( Online + offline Hands-on Sessions)**

**Sessions = 75 (approx.), each of 2 hrs.**

**Classes on Saturday – 2 sessions each of 2 hrs.**

**Timing ( Tentative ) 9 – 11 am/ 11.30 am – 1.30 pm**

### Program Modules:

- Design Thinking
- Statistics for Analytics
- Data Science with Python
- Data Preparation and Introduction to SPSS
- Operations Research
- Data warehousing and Data Mining
- Machine Learning
- Artificial Intelligence and Big Data Analytics
- Data Analytics with R
- Data Visualization using Tableau and Power BI
- Marketing Analytics
- Financial Analytics
- **Capstone Project**

## Delivery Methodology

- Hybrid : Online lectures+ Offline (Hands-on training at campus)
- Hands-on training using various software's
- Real-life case studies
- Tests, quizzes, assignments, projects

## USP

- Immersive learning journey with real-world case studies, business decision-related projects & Capstone Project
- Hands-on exercises using real-world data sets using latest software's like Python/R/ SPSS/Tableau/ Power BI
- Taught by eminent faculty & renowned industry experts
- Extensive Placement Prep and Placement assistance

## Target Audience

While analytics may sound simple, it takes a great deal of technical proficiency to excel in the field. This program is hence suitable to the ones who have an analytical and technical bent of mind to understand the technologies used in the process of quantitative data analysis and play a role in data-driven decision-making process of the organization.

It is best suited for :

- Professionals interested in developing analytical and data based skills and transition to a career in Analytics
- Working executives seeking to advance their careers by gaining in-depth knowledge of Business Analytics that could help them take up strategic decision- making roles
- Managers seeking to specialize in analytics in their operational area

## Eligibility Criteria

- Graduates ( or its equivalent) in any discipline from recognized Universities with minimum 50% aggregate marks.
- At least 2 years work experience in a relevant field is desirable

## Program Fees

INR 70,000+ 18% GST ( Standard Fee)

INR 60,000+ 18% GST (Discounted fee )( Only one of the three discounts can be availed)

1. Early Bird Fee (Applicable till 11th Feb 2023)
- 2.Group Discount ( 3+ Enrolments from same organization)
- 3.IESMCRC Alumni Discount

Application Closure Date: March 20, 2023