



भारतीय प्रबंध संस्थान काशीपुर
Indian Institute of Management Kashipur



EXECUTIVE DEVELOPMENT PROGRAM IN
**BUSINESS ANALYTICS
AND BIG DATA**

Online Classes & Campus Immersion



Batch Intake 50 Candidates Only



ABOUT IIM KASHIPUR

The Indian Institute of Management Kashipur is set up with the mission to drive academic excellence using innovative teaching methods, promoting research and practice of sustainable leadership. The institute commenced operations in July 2011 with a vision to become, over the next 10 years, one of the top business schools in India developing leaders who can perform globally. The fraternity diligently follows the core values of mutual respect, lifelong learning, the pursuit of excellence, transparency, and integrity.

The flagship program of the institute are Master of Business Administration (MBA) and Master of Business Administration (Analytics) which are full time, two-year residential programs. The institute also offers a two-year weekend Executive Master in Business Administration (MBA-WX) for working executives. Doctoral Program– PhD and Executive Fellow Program (EFPM) are the two doctoral programs launched in 2015 and 2014 respectively. The faculty at IIM Kashipur represents one of the best mixes of academic and industrial experiences.

The 200-acre campus spreads loudness and cheers in the serene town of Kashipur, nested in the lap of Himalayas. The vibrant youth converging from across the country has lent life to and energized the beautiful campus. The institute brags of being situated in one of the densest industrialised districts in the nation with more than 180 ventures that have set up their plants in and around the region. This places the institution at a vantage moment when it comes to 'Learning by Doing' through regular industry interaction and live projects.

ABOUT VALUE VIDYA

Value Vidya is one of the leading Ed-Tech startups in India. We partner with top IIMs and global business schools to curate and deliver the best and most relevant executive programs for working professionals. We deliver best-in-class service to our students, which is accomplished by our constant focus on quality, integrity, consistency and customer focus. Our state-of-the-art Learning Management System (LMS) ensures a smooth and high quality learning experience for professionals. Learn from anywhere and take your career to the next level with Value Vidya.



ABOUT THE PROGRAM


Data generated by humans and machines has witnessed exponential growth in the last decade. Businesses are no exception to this phenomenon and are beginning to discover hidden knowledge using Analytics and Big Data technologies.

This program will help the participants to apply the concepts of business analytics, statistical and machine learning applications, and big data technologies to varied aspects of managerial decision-making. Participants will be exposed to the use of analytic technologies to make data-driven decisions. Participants will learn to apply Python and open-source tools for applications such as predictive analytics, sentiment analytics, and market segmentation among others. Participants will also learn to apply best practices in machine learning for business analytics. The program also introduces big data technologies to participants. The program will benefit participants interested in a career in business analytics and consulting.

PROGRAMME OBJECTIVES

- To help participants understand the role of business analytics in organizations.
- Learn about setting up a big data stack in a single node machine and Amazon AWS, understand Hadoop, Hive and Impala.
- To help participants use Python software to implement supervised, unsupervised machine learning techniques for business analytics.
- To help participants model business decision problems as decision analytic problems.

WHO SHOULD ATTEND?

- Executives from any domain who are keen on learning Business Analytics and Big Data for professional development.
 - Software developers/ IT Professionals who are willing to move into Business Analytics and Big Data.
 - Professors from Institutes who are willing to upgrade their skills in Business Analytics & Big Data.
 - People with Non-Technical background can also apply for this course.
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PROGRAM HIGHLIGHTS



CERTIFICATION FROM IIM KASHIPUR

Opportunity to earn certificate of Completion in Business Analytics and Big Data from Indian Institute of Management Kashipur.



WEEKEND ONLINE & INTERACTIVE CLASSES

Classes are held on weekend so that learning and work can go side by side and it's easy for working professionals to attend lectures.



INDIA'S TOP FACULTIES

You get to learn from some of the best faculties and experts who, by bringing their prospects into the mix, help learners grow.



INSIGHTS INTO BUSINESS ANALYTICS AND BIG DATA

This course is full of hands-on exercises to get an in-depth understanding of analytics and big data technologies that can help the participant to make data-driven decisions in an easy and structured way.



INDUSTRY INTERACTIONS

Industry relevant courses and certificate from premium institute of India empowers a successful career kick start, giving the best career opportunities to students.



CASE-BASED SESSIONS

Real life case-based study pedagogy to enhance implementation of theoretical concepts to real life problems.



CAMPUS VISIT

Campus visit at the end of course so that students can interact with their faculties at the campus in the most innovative ways possible.

PROGRAM OUTLINE

Introduction to Business Analytics

- Descriptive, Inferential, Predictive Analytics, and Prescriptive Analytics
- Machine Learning for Business Analytics

Introduction to Business Analytics

- How to install and run Python
- Operators and Expressions
- Decision Statements
- Loop Control Statements
- Functions & Python Packages
- Working with Files
- Object Oriented Concepts

Descriptive and Visual Exploratory Analytics

- Descriptive Statistics
- Visual Exploratory Analytics

Foundations of Inferential Analytics

- Inferential Statistics and Hypothesis Testing

Business Context: Prediction

Machine Learning Context: Regression

- Simple and Multiple Linear Regression
- Regularized Regression
- Model Diagnostics

Business Context: Classification

Machine Learning Context: Classification

- Classification Basics
- Logistic regression, Discriminant Analysis, Decision Trees, SVM
- Confusion Matrix and Cost Benefit Analysis
- Validation Methods – k-fold techniques

Business Context: Advanced Machine Learning Methods

Machine Learning Context: Advanced Machine Learning Methods

- Ensemble Methods - Boosting and Bagging

Business Context: Segmentation

Machine Learning Context: Clustering

- Clustering Basics
- k-means, hierarchical and dbscan clustering
- Clustering diagnostics

PROGRAM OUTLINE

Business Context: Unstructured Data Analysis **Machine Learning Context: Text Analytics**

- Introduction to Text Analytics
- Terminologies and Concepts
- Text Analytics Process
- NLTK & Sklearn

Business Context: Understanding User Behavior **Machine Learning Context: Text Analytics**

- Sentiment Analysis
- Topic Modeling
- Other Text Analytics applications

Business Context: Handling Big Data **Analytics Context: Technologies for Big Data**

- Big Data Characteristics
- Basics of Distributed Computing and Storage
- Big Data Ecosystem

Business Context: Data Management **Analytics Context: Core Technologies for Big Data**

- Setting up a pseudo cluster in Laptop
- Hadoop, MapReduce
- Hive (Processing Structured data with data warehouse infrastructure)
- Impala (used for Massive Parallel Processing of Big Data in a Cluster)
- Pig Scripting
- Querying exercises

Business Context: Big Data and Cloud **Analytics Context: AWS and Analytics**

- Setting up a multinode cluster in AWS

Business Context: Personalization & Decision-making **Machine Learning Context: Recommender System**

- Introduction to Recommender Systems
- Collaborative Filtering
- Content based Recommendations

Business Context: Market Basket Analysis **Machine Learning Context: Association Rule Mining**

- Frequent Itemset
- Association Rules

Capstone Project Presentations

TOOLS USED



EMINENT FACULTY PANEL



Dr. HARISH KUMAR
PhD (IIT Delhi)

Dr. Harish Kumar earned his Ph.D from Department of Management Studies, Indian Institute of Technology Delhi and M.Tech. from International Institute of Information Technology (IIIT) Hyderabad. Prior to joining IIM Kashipur, he has worked as an Assistant Professor at IIM Bodh Gaya.

In his doctoral research, he explored various technological aspects for the development of smart cities in India. His research has been published in peer-reviewed journals like Technological Forecasting and Social Change, Land Use Policy, Marketing Intelligence and Planning, Measuring Business Excellence, Journal of Science and Technology Policy Management, among others and chapters in reputed book series.

His current research interest focuses on the integration of Deep Learning in businesses and crowd analytics using Computer Vision. Another segment of his research is about analyzing the Smart Cities based on the various domains, development phases and city maturity.

SAMPLE CERTIFICATE

SAMPLE

Enrollment No.
IIMKSP/2022-23/EDP/FDA-B1/001



IIM KASHIPUR
भारतीय प्रबंध संस्थान काशीपुर
INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

This certificate is awarded to
PARTICIPANT NAME
who has successfully completed the prescribed course, and
fulfilled all other requirements of the
**Executive Development Programme in
Business Analytics and Big Data**
Conducted by IIM Kashipur
During
dd-mm-yyyy to dd-mm-yyyy

IIM KASHIPUR

Programme Director Assistant Dean, Development Director, IIM Kashipur

SAMPLE

Enrollment No.
IIMKSP/2022-23/EDP/FDA-B1/001



IIM KASHIPUR
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INDIAN INSTITUTE OF MANAGEMENT KASHIPUR

This certificate is awarded to
PARTICIPANT NAME
who has participated in the
**Executive Development Programme in
Business Analytics and Big Data**
Conducted by IIM Kashipur
During
dd-mm-yyyy to dd-mm-yyyy

IIM KASHIPUR

Programme Director Assistant Dean, Development Director, IIM Kashipur

NOTE:

- This is sample certificate. Subject to be changed.
- Certificate of Completion/Participation will be given to participants on the basis of Assessments, Quizzes & Final Exam.



COURSE DELIVERY

Duration: 6 months blended
Delivery mode: Nulearn Plug n Learn
Frequency: Once in a week



COURSE SCHEDULE

Every Sunday at 9:00 AM to 12:15 PM (Break Time - 15 minutes)
Commencement Date: 24th December, 2023



COURSE PEDAGOGY

- The course will be taught through online platforms.
- Instructor's notes, data and scripts will be shared via Google Classroom.
- Participants will be evaluated continuously through assignments.
- There will be a final examination with multiple choice questions.
- Course material is solely meant for recipients and should not be distributed/shared elsewhere.



ELIGIBILITY

- Graduation or equivalent degree from any recognized University or Institute
- Minimum 2 years of Working Experience
- On case-to-case basis less experience can be considered.



PAYMENT MODE

Online payment or DD in favor of "VALUE VIDYA LLP" payable at "Bengaluru".



ASSESSMENT CRITERIA

There are periodic evaluations built in throughout the duration of the course. These maybe in the form of a quiz, assignment, Capstone Project, Main business plan, case study or other objective/subjective assessment. The evaluations are designed to ensure continuous student engagement with the course and encourage practical learning. Students who successfully clear the same along with the requisite attendance criteria will be awarded a Certificate from IIM Kashipur as appropriate.



HOW TO APPLY

To apply, working professionals can register at <https://www.ValueVidya.com> or call at +91 6366125554.

FEE STRUCTURE & EMI PLAN

Program Fee:

For Indian Residents **INR 80,000+ GST***

For International Students \$1,600

***Application Fee of 1000- INR** to be paid at the time of registration

Installment Schedule:

1st	INR 25,000 + GST* / \$500	Payment Deadline - Immediately
2nd	INR 25,000 + GST* / \$550	Payment Deadline - 10th November, 2023
3rd	INR 30,000 + GST* / \$550	Payment Deadline - 20th January, 2024

No Cost 6 Months EMI Option available by our loan partner:

Pay as Low as 13,334 + GST* per month.

(13,334 + GST* x 6 = 80,000 + GST*)

* Loan option with interest available in 9 & 12 EMIs

* EMI dates may vary on a case to case basis

* 1% + GST* processing fees will be charged by loan partner in 6/9/12 months EMI.

For Admission Enquiries Please Contact :



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