



भारतीय प्रबंध संस्थान रोहतक
Indian Institute of Management
Rohtak



EXECUTIVE CERTIFICATION IN DATA ANALYTICS

Online Classes & Campus Immersion

16th Batch



VALUE
(STUDY ANYWHERE)
VIDYA

Batch Intake 50 Candidates Only



ABOUT IIM ROHTAK

Indian Institute of Management Rohtak was established by the Ministry of HRD, Government of India by IIM Act 2017. IIM Rohtak is an institute of national importance as per the Ministry of HRD, Government of India.

Established in 2009, Indian Institute of Management Rohtak is a benchmark for top management education in India with a vision to become a global leader in due course. The institute has an enlightened and progressive leadership, acclaimed faculty members, extensive infrastructure and robust teaching pedagogy in place. It continues to impart knowledge in the management domain with a unique cross-functional perspective to prepare future leaders who can manage and create powerful organizations. To realize the vision of the Institute, IIM Rohtak is providing world-class education in management not only through full-time and regular programs but also through various long duration and short duration programs.

IIM Rohtak has been ranked amongst the top five IIMs in research. The institute offers a dynamic environment for high-quality research in all functional areas of management that will benefit various segments of business and society.

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

The rapid developments in information and computer technologies have enabled the generation, storage and processing of data analytics that was out of reach a few years back. Data analytics as is believed to be the key to the next wave of management innovation, productivity, and growth. However, there is a shortage of professionals who can glean meaningful insights from data to make effective decisions. It has been a challenge for most businesses these days to figure out how to get the most reliable business tools to use.

This course mostly envisages to provide an introduction & advanced data analysis using the omnipresent spreadsheet application Microsoft Excel (depth majority coverage), and also one of the most popular and powerful open source statistical and data analytics tool 'R' for handling and analyzing business analytics data to enable informed and fact based managerial decision making.

TOP TRENDS IN DATA ANALYTICS

- AI and machine learning are the factors that determine the way we interact with our analytics and data management.
- Prescriptive analytics examines data or content that determines what decisions should be made and which steps are to be taken in order to achieve an anticipated goal.
- The multi-cloud strategy helps in reducing the risk and provides more flexibility.
- Artificial Neural Network is a model that is specifically utilized for time series analysis, which is applicable to data from the past, helps in modeling the existing data and makes predictions about the future.

WHO SHOULD ATTEND

- Professionals who are looking to upgrade their career in Data Analytics.
- Entrepreneurs/Managers & Leaders, Coordinators and Team Members.
- Working professionals in an organization with an acumen and interest in Data Analytics.



Course Objective

The increasingly volatile, uncertain, complex and ambiguous business environments demand businesses to make effective decisions. Despite being able to generate and store large volumes of data, businesses often find it difficult to glean important insights from it. However, a new genre of approaches, referred to as data analytics, has evolved as a potent approach to process and manage large volumes of data, and deliver business value and corporate results quickly. It is believed that managers skilled in data analytics will be able to steer the next wave of management innovation, productivity, and growth. This course envisages to equip managers with basic, as well as, advanced data analytics techniques for handling and analyzing business data to enable informed and fact based managerial decision-making.

PROGRAM HIGHLIGHTS



CERTIFICATION FROM IIM ROHTAK

Opportunity to earn certificate of completion in Data Analytics from Indian Institute of Management Rohtak.



WEEKEND ONLINE & INTERACTIVE CLASSES

Classes are held on weekends so that learning and work can be managed together and it's easy for working professionals to attend lectures.



INDIA'S TOP FACULTY PANEL

Learn from top IIM faculty panel - Classes by highly qualified professors in the field of Data Analytics.



CASE BASED SESSIONS

Real life, case-based course structure to enhance implementation of theoretical concepts to real life problems.



INSIGHTS INTO DATA ANALYTICS

97.2% of organizations are investing in big data and AI. Be the face of change and learn Data Analytics from renowned faculty panel.



CAMPUS VISIT

IIM Rohtak campus visit at the end of course enables students to interact with their faculty panel and peers.



END TERM PROJECT

Project work is an imperative part of the program as it ensures practical knowledge of all tools and techniques.

PROGRAM OUTLINE

Understanding Analytics and its Role in the Organizations

- Course Brief
- Introduction and Background of
- Data Analytics
- Knowledge Discovery Process
- Project Details
- Introduction to case methodology

Sensitivity Analysis, Enhancing decision Process

- Scenario Manager for Decision Makers
- Data Table (one way and two way)
- Goal Seek and its applications

Business Focused Data Analytics through Excel

- Data Validation
- Data Referencing, Indexing and Charting
- Optimization

Data warehouse, OLAP and Pivot Table

- Extraction, Transformation and Loading Process, Architecture
- OLAP Operations and Simulation

Enterprise Reporting

- Visual Analytics
- Building Dashboards

Random number theory and Price Analytics

- Monte Carlo Simulation
- Price Analytics

R-Programming - I

- Introduction to R (part 1)

R-Programming - II

- Introduction To R (part 2)

Analytical Techniques for Business Intelligence – I

- Classification: Supervised Learning

Analytical Techniques for Business Intelligence – II

- Association Rule Mining (unsupervised Learning)

Analytical Techniques for Business Intelligence – III

- Clustering (unsupervised Learning)

PROGRAM OUTLINE

Analytical Techniques for Business Intelligence- IV

- Neural Networks (Supervised Learning)

Analytical Techniques for Business Intelligence – V

- Content based Recommendations
- Collaborative Recommendations and Applications (unsupervised Learning)

Analytical Techniques for Business Intelligence – VI

- Web and Social Media Analytics

Analytical Techniques for Business Intelligence – VII

- Genetic Algorithm and Fuzzy Logic

Big Data Analytics (introduction)

- Big Data
- Hadoop
- HDFS
- MapReduce

Python

- Introduction to Python

Analytics of Applications

- Web Scrapping and Mining

Analytical Techniques for Business Intelligence – VIII

- Text Analytics
- Sentiment Analytics

Project Presentations

- Project Presentations

TABLEAU MASTERCLASS BY NULEARN

Introduction

- Introduction to Tableau
- Data Connection
- Tableau Environment

Basic charts

- Text Tables
- Highlight Tables
- Pie Charts
- Bar Chart
- Stacked Bar Chart
- Side by Side Bar Chart
- Line Chart Continuous
- Line Chart Discrete

Analytics

- Analytics

Advanced charts

- Scatter Plot
- Tree Map
- Symbol Map
- Filled Map
- Dual Line Chart
- Dual Combination
- Box and Whisker

Formatting

- Filters, Totals, Highlighters, Groups
- Table Calculations
- Sparklines
- Word Cloud

Conclusion

- Dashboard
- Story



TOOLS USED



EMINENT FACULTY PANEL



Dr. Praveen Ranjan Srivastava
PhD (BITS Pilani)



Dr. Harshit Kumar Singh
PhD (IIM Ahmedabad)



Dr. Abhishek Verma
PhD (IIT Kharagpur)



Dr. Ankit Kesharwani
PhD (IBS Hyderabad)



Dr. Mahamaya Mohanty
PhD (IIT Delhi)



Dr. Peeyush Pandey
FPM (IIM Indore)



Dr. Pramod Mane
PhD (IIT Indore)



COURSE DELIVERY

Duration: 5 months blended
Delivery mode: Nulearn Plug n Learn
Frequency: Once in a week



COURSE SCHEDULE

Timings: Every Sunday & 2nd Saturday
08:45 AM - 11:35 AM (including 20 mins break)

Course Commencement Date: 31st March, 2024



COURSE PEDAGOGY

The form of delivery will be Blended (Campus, Self paced and Online), with 2 days workshop at the end of the course for project submission. All other sessions will be through digital platform & delivered LIVE by the eminent faculty of IIM-Rohtak. Students will have access to Self Service Learning through which they may access webinars, past projects, assessments, notes, alumni testimonials etc.

NOTE :-

- * A minimum of 30 count is mandate for Campus Immersion to take place at IIM Rohtak Campus.
- * Campus Visit charges will be over & above the course fee.



ELIGIBILITY

- Graduation or equivalent degree from any recognized University or Institute.
- Corporate Nominated (graduation criteria may be considered for exemption in cases where participants have some prior experience in similar domain).
- Working Professionals with a minimum of 2 years of 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

Periodic evaluations have been built in throughout the duration of the course in the form of quizzes, assignments, projects, case studies and other objective/subjective assessments. The evaluations are designed to ensure continuous student engagement and to encourage learning. Students who successfully clear the same along with the requisite attendance criteria will be awarded a Certificate from IIM Rohtak.



HOW TO APPLY

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

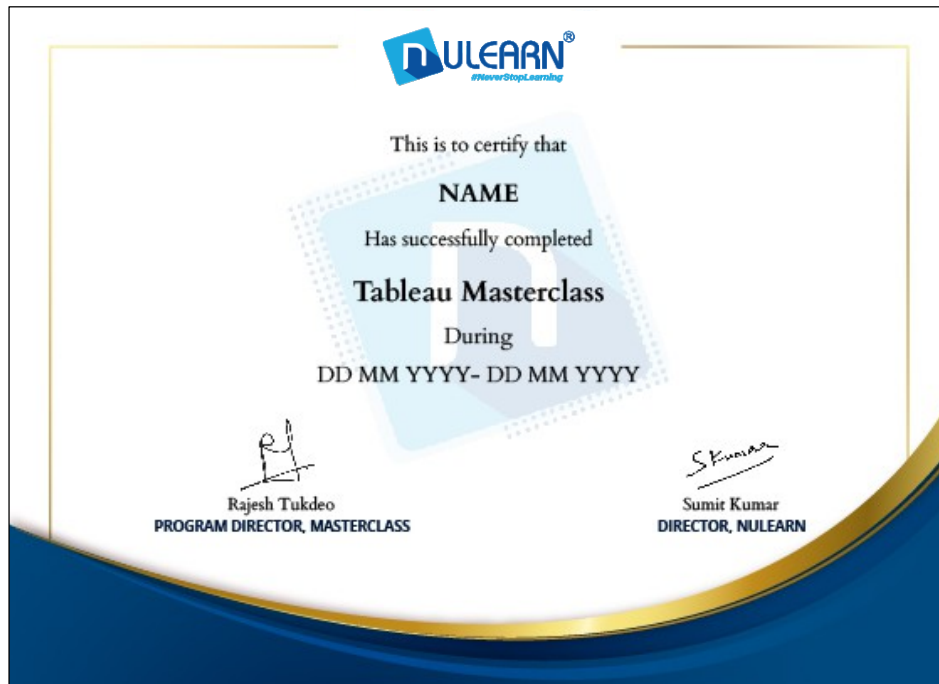
SAMPLE CERTIFICATE



NOTE :- This is a sample certificate. Subject to change.

70% attendance mandatory to receive the certification.

The certificate shall not be issued in case of attendance less than 70%.



NOTE :- Minimum 60% attendance is required in Tableau Masterclasses to get certificate.

* Only digital certificate will be issued for Tableau Masterclass.

FEE STRUCTURE & EMI PLAN

Program Fee

For Indian Residents ~~INR 90,000~~ + GST* (18%)
INR 70,000 + GST* (18%) (Limited Time Offer)

For International Students \$1,400

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

Note:- Application fee is non-refundable even if the application is rejected or enrollment is cancelled.

Installment Schedule

1st INR 20,000 + GST* / \$450 Immediate Payment
2nd INR 25,000 + GST* / \$500 Payment Deadline - 20th February, 2024
3rd INR 25,000 + GST* / \$450 Payment Deadline - 20th April, 2024

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

Pay as Low as 11,667 + GST* per month.

(11,667 + GST* x 6 = 70,000 + GST*)

*** Tableau Masterclass worth Rs 20,000/- complimentary for participants (Limited Time Offer).**

* 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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