SCMHRD

Post Graduate Diploma in Business Analytics
Program for Working Professionals

1. SCMHRD Overview

The Symbiosis Centre for Management and Human Resource Development is a name that inspires awe and respect in the field of management education. Ever since its establishment in 1993, the institution has pursued a unique path in molding bright minds into capable managers and leaders. As one of India's premier residential B-schools it prides itself as being **'The Cradle of Intellect'**.

2. PGDBA (One Year Weekend Program)

SCMHRD's Post Graduate Diploma in Business Analytics (PGDBA) is a one year weekend program specially designed for working professionals in and around Pune. This program is tailor-made to meet the challenges that managers and leaders face in business analytics. This program runs as a knowledge resource center catering to the needs of executives at different levels.

The aim is to provide the participants an excellent opportunity to inculcate and sharpen the skills, develop newer insights and help crystallize the concepts so that they can not only live up to the expectations of the organization but also contribute to achieve newer heights.

2.1 Objectives of PGDBA:

Course: Business Analytics

Learning Objective(s):

- To equip students to critically evaluate business situations and analyze business data for decision making
- To enable students to synthesize concepts of data mining and business intelligence

Course: Business Intelligence I

Learning Objective(s):

Business intelligence, or BI, is an umbrella term that refers to a variety of software applications used to analyze an organization's raw data. BI as a discipline is made up of several related activities, including data mining, online analytical processing, querying and reporting. BI technologies provide historical, current and predictive views of business operations. BI consistently rates at the top of companies' investment priorities.

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Companies use BI to improve decision making, cut costs and identify new business opportunities. BI is more than just corporate reporting and more than a set of tools to coax data out of enterprise systems. CIOs use BI to identify inefficient business processes that are ripe for re-engineering. With today's BI tools, business people can jump in and start

analyzing data themselves, rather than wait for IT to run complex reports. This democratization of information access helps users back up—with hard numbers—business decisions that would otherwise be based only on gut feelings and anecdotes.

Course: Business Forecasting

This course looks at the use of econometric / statistical techniques relevant to time series forecasting in a business environment, including computer implementation of econometric/statistical methods. Applications are emphasized in this course.

Learning Objective(s):

On completion of the course, students should be able to:

- Describe and interpret basic characteristics of economic time series
- Select, estimate and diagnostically check basic time series models for economic time series data
- Apply learnt principles and techniques to implement and evaluate forecasts
- Present and interpret modeling and forecasting outcomes

Course: Relational Database Management System

Learning Objective(s):

The primary objective of this course is to discuss and interpret database and database management concepts and simulate this concept with real life application.

Course: Business Statistics

Learning Objective(s):

- To enable students to present, analyze and interpret data
- To enable students to use concepts of probability in business situations
- To enable students to make inferences from samples drawn from large datasets
- To enable students to apply univariate and multivariate statistical techniques

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Course: Six Sigma

Learning Objective(s):

- To describe the concepts of Six Sigma as a quality improvement tool
- To explain the complete DMAIC cycle in detail
- To analyze when and how to use Six Sigma as a tool for process improvement
- To analyze different cases of Six Sigma implementation
- To apply Six Sigma concepts using software systems

Course: Advanced Operations Research (OR)

Learning Objective(s):

- To enable students to synthesize and solve real life decision making problems in operations industry
- To equip students to capitalize on the power of OR in resource management
- To demonstrate the power of OR in addressing strategy and competiveness

Course: Basic Econometrics

Learning objective:

- To apply the knowledge of statistical tools including Regression
- Students will be able to estimate relevant economic parameter, predict economic outcomes and test economic hypotheses using data
- Students will critically evaluate the results and conclusions from similar analyses to enhancing management decision making

Course: Financial Modeling

Learning Objective

- To build models, appraise projects and create optimal portfolio using Microsoft EXCEL

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Course: Operations Research

Learning Objective(s):

- To enable learners to comprehend the evolution of Operation research and its significances in businesses
- To enable learners to formulate decision making models encountered in businesses
- To enable learners to analyze business problems using the power of well- known operational research tools and techniques

Course: Digital Marketing

Learning Objective(s):

- The prime objective of the course content is to highlight the impact of Internet marketing
- To equip students with knowledge of Digital Marketing, and latest tools and techniques

Course: Marketing Research

Learning Objective(s):

- To have an understanding of contemporary applications of marketing research
- To have proficiency in use of advanced statistical tools & techniques
- To interpret & communicate the market research findings
- To design and implement a market research project in its entirety

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2.2 Highlights:

- Flexible **Weekend (Saturday & Sunday) PGDBA Program** to facilitate Work-Life Balance and meeting the Training Needs of Executives
- PGDBA offers cutting-edge Course Curriculum and World-Class Learning Methodologies
- Sessions are conducted by Research Oriented Academicians with rich Industry Experience
- SCMHRD has rich Library and Online Resources with State-of-the-Art Computer Laboratories

2.3 Eligibility Criteria:

Bachelor Degree from any recognized & statutory University with 50 % marks

2.4 Degree

On successful completion of the program, the certificate of **PGDBA** is awarded by **Symbiosis International University (SIU)**

2.5 Fee Structure:

Semester I: INR 30,000 + 5,000 (Refundable)
Semester II: INR 30,000

Registration Fee is INR 750

To initiate registration, the attached application should be filled by the candidate and sent to **subhasis_sen@scmhrd.edu with cc to: shantanu_prasad@scmhrd.edu**

OR

Visit our Website: https://siu.ishinfo.com/MBAEPGD/Register/

Selection Process: Written Ability Test (WAT) and Personal Interaction (PI)

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Dr. Pratima Sheorey, *Director, SCMHRD*

Dr. Shantanu Prasad, *Head - MBA (Executive) / PG Diploma, SCMHRD*

Dr. Subhasis Sen, *Associate Professor, SCMHRD*

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