Constituent of SYMBIOSIS INTERNATIONAL UNIVERSITY
Re-accredited by NAAC with ‘A’ Grade
Established under section 3 of the UGC Act, 1956 vide notification
No. F 9-12/2001-U 3 of Government of India
Symbiosis Center for Management and Human Resource Development (SCMHRD) has been a pioneer in raising the bar higher for quality resources to suit the evolving trends in the management field. SCMHRD has developed an immaculate curriculum to bring out the leadership instincts and entrepreneurial prowess amongst students. The institute has been constantly redefining the boundaries of the management discipline, allowing the students to learn and apply their skills and talent in this ever changing global scenario.

“Data is the new Oil, Data is the new Soil”

Once again meeting the expectations set by the industry, SCMHRD has added new feathers to its wings by introducing the one year full time Post Graduate Programme in Business Analytics (PGPBA).

DIRECTOR’S MESSAGE
The Post Graduate Programme in Business Analytics (PGPBA) seeks to provide management professionals the essential skills to navigate through the sea of data and information. The best brains in the business who are battling with this issue have helped us to design the programme. The industry interface for this programme gives us tremendous confidence that the professionals who will graduate, will be the answer that the industry wants. The next decade is going to be that of Business Analytics and beyond. India has graduated from simple back-end process outsourcing to knowledge process outsourcing. Analytics is set to play a key role in that. The fact that India has the maximum number of graduating engineers coupled with a positive outlook has put us in a position where we feel that the programme is set to go from strength to strength. In an increasingly online world where mass customization and behavioral targeting have become norms, the Business Analytics professionals will be in demand to make businesses successful. We invite you to join this eventful journey as learners to become the new face of analytics.

Dr. Pratima Sheorey
Director, SCMHRD
PROGRAMME DIRECTOR’S MESSAGE
Businesses are becoming increasingly driven by data. Analytics and big data touch every aspect of business, driving the way businesses understand not only their own processes, but also the way their customers behave. Knowledge of business analytics is applicable to any industry, and the PGP in Business Analytics degree from SCMHRD provides the skills you need to be successful in this dynamic career. The programme is built on a solid foundation of programming in R - the de facto standard for statistical computing and analysis. Students are also given a strong grounding in SPSS with various add-on packages. All courses have a solid lab component with case studies provided by experts from the industry. The thought is to keep the course contemporary - learn the latest technologies, while keeping in mind the overall thought process that drives business decisions in the current world.

Dr. Manish Sinha
Programme Director, PGPBA, SCMHRD

COURSE ADVANTAGES

1. SCMHRD continues its strong legacy as the youngest premier business school to be ranked among the Top 20 B-Schools in the country by Outlook Drishti B-School Survey, 2015

2. Industry educational partners are involved in designing the programme, facilitating projects and delivering industry lectures. This enables huge industry exposure.

3. This course inculcates the understanding of machine learning, data modelling tools like R, SPSS, SAS, data visualization tools like Tableau and data mining tools like Weka, etc.

4. Regular workshops and guest lectures are conducted by recognized industry experts to get an understanding of the current analytics trends.

5. International faculty with rich industry experience are invited to address and enlighten the students with international trends and happenings.
The one year full time residential Post Graduate Programme in Business Analytics is designed to impart holistic knowledge on real life and real time analytics. There is an emerging gap between manager’s expertise on statistical number crunching and understanding the business processes. This programme is designed to bridge this gap with its perfect blend of concepts and practices.

### COURSE CURRICULUM AT A GLANCE

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<thead>
<tr>
<th>SEMESTER I COURSES</th>
<th>SEMESTER II COURSES</th>
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<td>Analytics Foundations</td>
<td>Data Mining</td>
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<tr>
<td>Managerial Economics</td>
<td>Security &amp; Master Data Management</td>
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<td>Database Technology</td>
<td>Mobile Analytics</td>
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<td>Quantitative Techniques</td>
<td>Visual Analytics</td>
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<td>Research Methodology</td>
<td>Internet of Things</td>
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<td>Marketing Analytics</td>
<td>Risk Analytics</td>
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<td>Sales Analytics</td>
<td>Cloud and Big Data</td>
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<td>Social Media Analytics</td>
<td>Financial Management</td>
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<td>Human Resource Analytics</td>
<td>Financial Analytics</td>
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<tr>
<td>Project Management</td>
<td>Digital Transformation</td>
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<tr>
<td>Business Communication</td>
<td>Operations Analytics</td>
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3 months Internship (At the end of Semester II)
CAREER PATH OF AN ANALYTICS PROFESSIONAL

ANALYST
Data Analysis / Programmer

SENIOR ANALYST
Data Insights/ Senior Programmer

DATA SCIENTIST
Data Modelling, Designing, Visualization

SENIOR DATA SCIENTIST
Use Big Data Technologies and Machine learning

SENIOR DATA MANAGER
Strategy, Consulting, Leadership Roles

CHIEF DATA SCIENTIST
Strategy, New Product Roadmap, Leadership Roles

TOP FIRMS EMPLOYING BUSINESS ANALYTICS PROFESSIONALS

McKinsey
KPMG
PWC
E&Y
Amazon
Flipkart
Snapdeal
SAS

Accenture
Wipro
Cognizant
Genpact
IBM
HP
Capgemini

MuSigma
InMobi
Happiest Minds
Ma Foi Analytics
Absolutdata
Fractal Analytics

And The List Goes On…
AVINASH GORE & MRADUL JAIN


It was an intellectually stimulating competition, where the objective was to find key relationships between sales of “Orange juice stores in US and customer demographics”, and to develop a forecasting model with an appropriate market mix. The team of PGPBA competed with students from the best B-Schools in India and won this competition. This victory gave confidence and recognition to the course in the analytics world.


The competition was on a business problem about “US census data” and to build infographics based on the derived insights and established patterns. The team of PGPBA, comprising of Avinash Gore and Mradul Jain, were runners up in this competition. Their efforts were highly appreciated by the judges and industry experts.

GAURAV SAXENA & JYOTI KALRA

Runners up, Case challenge by Zoom Car, ‘The Solvisteer’, SCMHRD Pune (2016)

It was a real business case study challenge to make a road map for the next 3 months to double the number of Zoomcar bookings per month, by designing targeted marketing strategies using Mobile analytics. The team of PGPBA competed with students from the best B-Schools in India and were the runners up in this competition.
PGPBA - WORKSHOPS AND GUEST LECTURES

1. ‘Advanced Excel BI’
   Workshop by
   Mr. Amit Upadhyay.
   Founder & CEO,
   Equiskill.com

2. ‘Visual Analytics’
   Dr. Markus Loecher
   Professor,
   Berlin School of Economics and Law

3. ‘Talk on IoT’
   Guest Lecture by
   Mr. Ajay Phatak,
   Vice President, Harman Connected Services
STUDENT DRIVEN COMMITTEES AT SCMHRD

SCMHRD emphasizes on learning through experience. There is a high focus on enhancing those skills which are regularly called upon during one’s work life. Even outside the classroom, various student committees at SCMHRD provide students with ample opportunities to develop their leadership skills and gain first-hand experience in building effective teams. They handle critical functions such as Admissions and Placements. Besides that, they play an important role in organizing NEEV, the largest B-School fest in India.
ELIGIBILITY & FEE STRUCTURE

1) Full-time Graduate in any discipline from any recognized University with a minimum of 50% marks
2) A minimum of 2 years full time work experience as of 1st June 2016
3) Basic knowledge of computer programming is strongly recommended (HTML, JavaScript, JAVA, SQL)
4) Total fees for the programme is Rs. 5,27,000 (To be paid in two installments)
5) Breakup of Fee Structure:
   - Academic Fees - Rs 4,00,000
   - Institute and Hostel Deposit (Refundable) - Rs 35,000
   - Hostel and Mess Fees – Rs 92,000

HOW TO APPLY

- Intake – 30 students
- Step-1: Apply for the programme at http://pgpba.scmhrd.edu/
- Step-2: The entrance test (both written and interview) will be conducted at SCMHRD (Hinjawadi campus) only.
- The written test/interview will test basic Maths and Analytical skills. Candidates should expect to be asked questions about statistics and basic programming concepts, either in the written test or in the interview. Candidates can also expect to be asked to discuss basic cases in Analytics in the interview.
## PROGRAMME CALENDAR

<table>
<thead>
<tr>
<th>MODULE</th>
<th>TIMELINE</th>
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<tbody>
<tr>
<td>Online Registration Start Date</td>
<td>Jan 15, 2016</td>
</tr>
<tr>
<td>Online Registration Last Date</td>
<td>March 25, 2016</td>
</tr>
<tr>
<td>Entrance Test (Written and PI)</td>
<td>April 9 &amp; 10, 2016</td>
</tr>
<tr>
<td>Declaration of First Merit List</td>
<td>April 15, 2016</td>
</tr>
<tr>
<td>Reporting &amp; Registration</td>
<td>June 06, 2016</td>
</tr>
<tr>
<td>Commencement of programme</td>
<td>June 07, 2016</td>
</tr>
<tr>
<td>Semester I</td>
<td>June 2016 to Oct 2016</td>
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<tr>
<td>Semester II</td>
<td>Nov 2016 to March 2017</td>
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