



MALAD KANDIVLI EDUCATION SOCIETY'S

INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

www.mkesimsr.in | ph: 7304900787 | e-mail: mkesimsr@nkc.ac.in

LEVERAGING POTENTIAL THROUGH
CONTINUOUS LEARNING

POST GRADUATE
PROGRAMME IN
BIG DATA ANALYTICS
(PGP - BA)



FACILITATED BY
SENIOR INDUSTRY
PROFESSIONALS



+6.5%

78%

95%

85%

60%

0001	0.45	▲	+0.45%
0002	-0.23	▼	-2.34%
0003	-1.01	▼	-1.89%
0004	0.02	▲	+0.21%
0005	+2.58	▲	+3.05%
0006	-0.14	▼	-1.42%
0007	-0.73	▼	-0.90%
0008	+1.08	▲	+5.12%
0009	-0.87	▼	-3.88%
0010	-0.65	▼	-1.37%

WHY US?

- ONE TO ONE MENTORING BY INDUSTRY EXPERTS AND FACULTY
- INDUSTRY FOCUSED PROGRAMME CONDUCTED BY SENIOR WORKING PROFESSIONALS
- LEADERSHIP LAB FOR HOLISTIC DEVELOPMENT
- PLACEMENT COUNSELLING



6 MONTHS' WEEKEND PROGRAMME



150+ HOURS OF CONTACT



SELF PACED EXPERIENTIAL LEARNING



FROM NOVICE TO EXPERT IN JUST 6 MONTHS

PROGRAMME DETAILS

LOCATION ➤ **MUMBAI CAMPUS**

INTAKE ➤ **20 PARTICIPANTS (MAX)**

FEES ➤ **1.20 LACS^{*} + 18% GST**

**VISIT US ON
WWW.MKESIMSR.IN**

OR

**CALL ON 7304900787
FOR ENQUIRIES**

* Registration Fee on confirmation to block seat – Rs. 45,000/- rest of the amount to be paid in 3 (Three) equal instalments of Rs. 25,000/- each.



WHY PGP - BA PROGRAMME

- Big Data Analytics has been defined as the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions while managing business.
- Big Data Analytics is more than just a study of analytical methodologies or techniques used in logical analysis. It is a process of transforming data into actions through analysis and insights in context of organisational decision making and problem solving.
- Participants with a range of activities includes Business Intelligence which comprises of standard and adhoc reports, queries and alerts; and Quantitative Methods such as Statistical Analysis, Forecasting/Extrapolation, Predictive Modeling (such as data mining), Optimisation and Simulation.

WHO SHOULD APPLY

- We welcome applications from graduates in any stream with at least 50% marks, professional interests and personal aspirations.
- As a way of sharing your personal vision, please prepare a written statement of purpose that describes why you are interested in a career in Business Analytics; your specific interests in the academic programmes of MKES-IMSR, and how earning a Postgraduate Programme in Big Data Analytics will contribute to you achieving your professional goals.

DID YOU KNOW?

THE BIGGEST TECH COMPANIES IN THE WORLD HOLD MEGA CONFERENCES TO PUSH PEOPLE INTO BUSINESS AND DATA ANALYTICS





PROGRAMME CONTENT

MODULE 1: INTRODUCTION TO BIG DATA ANALYTICS

- Introduction to the language and methods of Business Analytics.
- An overview of Business Data Structures.
- Evolution of Data Analytics.
- Data lifecycle and Data collection methods.
- Simulation methods, Optimisation methods.
- Introduction to Big data.

MODULE 2: INTRODUCTION TO STATISTICS AND STATISTICAL TOOLS

- Introduction to the basic concepts of Probability, Common distributions.
- Statistical methods, and Data analysis.
- Descriptive Statistics with Distributions and Theorems.

MODULE 3: INTRODUCTION TO R-TOOL BASICS

- Introduction to R-Tool Basics.
- Standard Statistical models in R.
- Linear Models.

MODULE 4: INTRODUCTION TO DATA SCIENCE

- Data Mining.
- Data Warehousing.
- Data Mining Tools, Methods and Techniques.

Curriculum



PROGRAMME CONTENT

MODULE 5: DATA VISUALIZATION (HADOOP / TABLEAU)

- Introduction to HADOOP.
- Introduction to TABLEAU.
- Data Blending tools and dashboards.
- Publishing to Smartphones and Tablets.

MODULE 6: INTRODUCTION TO MACHINE LEARNING

- Introduction to Concept Learning.
- Bayesian and Computational Learning.
- Instant Based Learning.
- Advanced Learning Algorithms – Analytical Learning, Reinforcement Learning, Temporal Difference Learning.

MODULE 7: FUNCTIONAL APPLICATION OF ANALYTICS

- Text Analytics and Natural Language Processing.
- Functional Application of Analytics.
- Operations & SCM Analytics.
- Financial Analytics.
- Digital Media Analytics.
- Customer Analytics.
- HR Analytic.

Curriculum



PROGRAMME CONTENT

CONSULTING PROJECTS

- How to deliver a Business Analytics - centric project to an actively engaged client applying the techniques and using the tools learnt in the programme so far.
- Seek to provide insight and analysis of data aggregation processes in various organisations and benchmark best practices.

EXPERIMENTATION FOR DATA ANALYSIS

- Many issues in Marketing, Human Resources Management, Accounting and Economics can be answered only by design of experiments.
- There is an increasing use of field & natural experiments, even in the most State-of-the-Art big data organisations - Google, Facebook, Amazon, etc. Knowing how to design experiments that will complement the skills learnt in the Big Data Analytics programme.
- In addition to data acquisition and data mining, you learn data creation in this module.

Curriculum

PEDAGOGY

The emphasis of the programme will be on developing Attitude, Skills & Knowledge (ASK) leading to ability of the candidate to apply learnings to business settings.

To achieve the above, PGP-BA programme will comprise of a set of courses aimed at developing an inquisitive and analytical mind, which proactively seeks the right knowledge, appropriate skills and attitude necessary for business.

The pedagogical approach followed will be based largely on 'Learning by Doing' and using 'Business as Lab'. The experiential nature of the programme will involve four stages:

1. Learn the theoretical frameworks and models in the class based on the following 4x3 architecture:

	BUSINESS	FAMILY	SELF	SOCIETY
ATTITUDE	PARTICIPANT			
SKILLS				
KNOWLEDGE				

2. Examine and reflect on the application of such frameworks under a wide variety of settings.

3. Make wider sense of such attitudes, skills and knowledge as applicable to business.

4. Learn and share the new knowledge to consolidate such learnings and add to the repertoire of knowledge for managing businesses effectively.

GROUP PROJECTS

Student groups will be asked to complete a series of group projects that would enable them to apply their analytical and critical thinking abilities to solve complex business problems.

Thus, the programme will be conducted by a combination of lectures, class discussions, and case studies. Participants are advised to read the relevant material before sessions to enhance their class participation and understanding.

LEVERAGING POTENTIAL THROUGH CONTINUOUS LEARNING



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BHAVISHYA BHARAT CAMPUS, S.V. ROAD, MALAD WEST, MUMBAI-400064**