This programme has a pool of experienced faculty from varied management, financial services and business backgrounds.

### Alumni Speak

**Mr. Aditya Shiralkar**
IBM

### Success Story with IBM Awards and Recognitions

- IFIM Business School is a member of NASSCOM since 1995.
- It was recognized by IBM for students and working professionals to learn and apply IBM Analytics solutions to solve real-world problems.
- IFIM has created a business analytics course in partnership with IBM for students and working professionals to learn and apply IBM Analytics solutions to solve real-world problems.
- IFIM is part of the IBM Global University Alliance for Knowledge and Innovation.

**LEARN ANALYTICS TO GET A UNIQUE PERSPECTIVE TO YOUR BUSINESS DECISION MAKING**
Programme Highlights

- **AICTE approved** 15-months Executive Post Graduate Diploma in Management (Executive PGDM)
- Curriculum designed and delivered by a blend of highly qualified and experienced faculty from IFIM and industry experts
- Hybrid model of course delivery via facility of live streaming of lectures and classroom teaching with access to recorded sessions
- Convenience of weekend classes (Saturdays and alternate Sundays)

Curriculum Overview

**TERM – I (6 months)**
- Business Economics and Strategy
- Marketing Management
- Principles of Accounting and Management
- Business Statistics
- Logistics and Supply Chain Management
- Management of Innovative Technology (MIT)

**TERM – II (6 months)**
- Data Warehouse and Business Intelligence
- Predictive Analytics
- Descriptive Analytics and Data Visualization
- Big Data Analytics
- Machine Learning and Cognitive Intelligence
- Prescriptive Analytics

**TERM – III (3 months)**
- Social and Sentiment Analytics
- Specialized Domain Electives & Project courses (2) out of the following

Specializations:

- **Finance**
  - Financial Modeling
  - Fraud Analytics

- **Marketing**
  - Digital Marketing
  - Marketing Analytics

- **Operations**
  - Supply Chain Management
  - Project Management & Software

- **HRM**
  - HR Analytics
  - Predictive Modeling in HR

Learning Objectives

- Manage the Business Analytics process
- Get familiar with state-of-the-art software applications for Business Analytics
- Realize the importance of social media as a part of business strategy
- Understand the application of business analytics for improving the efficacy and quality of decision-making within an organization
- Realize the importance of including Big Data as a part of business strategy
- Manage multi-discipline teams
- Understand the roadmap for analytics implementation
- Understand the best practices for Business Intelligence rollout
- Understanding to evaluate the impact of analytics on overall strategy
Why should you Attend?

Data and algorithms rule the business. We have stepped into the new era of business, a fast-paced and open-source world in which competitive advantage is obtained through analytic power. Companies are being flooded with huge amount of data collected in a multichannel business environment, leaving an untapped potential for analytics to better understand, manage & strategically exploit the complex patterns hidden in the data.

IFIM Business School launched the programme in September 2014. The programme has gained significant attention from the corporate world as well as practitioners. Individuals from various companies having different career aspirations have enrolled for the programme like IBM, Genpact, TCS, Herman Miller, Schneider Electric, Wipro, Fujitsu, United Healthcare, Mindtree, etc.

The programme instills in you how to use analytical tools and techniques in various business scenarios and equips you:

- To advance your career goals in the analytics domain at a strategic level.
- With training on enterprise-wide perspectives on data, result communication, business intelligence roadmap and analytics application.
- To develop abilities needed to foster an analytical culture within your organization.
- With access to the tools being taught which include RStudio, Hadoop, SPSS, Tableau, Advanced EXCEL, SQL Cognos, Power BI and Open Source predictive analytics tools like Rattle, KMIE (Text Mining & Deep Learning) and Open Source Text Mining.
- How to analyse calling behavior of a telecom customer to predict whether the customer will churn during the next three months and join some other telecom service provider for a better deal; Strategies to increase Average Revenue Per Unit.
- How to analyse the market basket of a supermarket goer in order to decide on product bundling, Pricing, next best offer, improving shelf space optimization and so forth.
- Optimize the Inventory and manage the Supply Chain efficiently.
- How to use a fraud detection model in a credit card transaction scenario to check legitimacy of transaction;
- How to study the credit payments of a customer in a bank to predict whether the customer will default in loan payment during the next payment cycle;
- How to use day-to-day transactional business data more strategically to price products and segment customers;
- How to draw more insight from organisation’s historical purchase data of customers to forecast long term demand projection, than just next quarter’s projections using Demand Forecasting Model;
- How to draw insight using text analytical tools from all the interactions that the customers have with a company through E-mail, Facebook & Twitter, rather than just being read and saved resulting in increased Brand Equity.
- Use Machine Learning and Cognitive Intelligence techniques for process automation and recommendation systems.
Students’ Profile of last 3 Batches

<table>
<thead>
<tr>
<th>Work Experience</th>
<th>Graduation Background</th>
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<tbody>
<tr>
<td></td>
<td>B. Tech.</td>
</tr>
<tr>
<td>Less than 5</td>
<td>23</td>
</tr>
<tr>
<td>5-10 years</td>
<td>26</td>
</tr>
<tr>
<td>10-15 years</td>
<td>8</td>
</tr>
<tr>
<td>More than 15</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>65</td>
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</table>

Career Prospects

This data-intensive world creates a huge demand for the people with the right knowledge of Business Analytics. So the future of the students pursuing the course looks too bright.

Following can be some of the prospective career options for students to choose from

- Business Analyst
- Financial Analyst & Risk Management professional
- Sr Business Analyst
- Digital Marketing professional
- Manager-Modeling
- HR Analytics professional.
- VP Business Analytics

Placement Assistance partners: Gladwin Analytics

Potential recruiters in the area of Business Analytics in India are giant IT Companies like

[List of companies]
This programme has a pool of experienced faculty from varied management, financial services and business analytics fields for improving and instilling the right knowledge base for you.

### Expert Faculty

<table>
<thead>
<tr>
<th>Faculty Name</th>
<th>Designation &amp; Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Chandrasekhar Subramanyam</td>
<td>Senior Prof. &amp; Director - Business Analytics, IFIM Business School</td>
</tr>
<tr>
<td>Mr. Prasad K. Murthy</td>
<td>Partner - Trans Trades</td>
</tr>
<tr>
<td>Dr. Sridevi V.</td>
<td>Professor - Finance IFIM Business School</td>
</tr>
<tr>
<td>Mr. Shankar R.</td>
<td>SAP</td>
</tr>
<tr>
<td>Prof. Premkumar Iyengar</td>
<td>Professor - Finance IFIM Business School</td>
</tr>
<tr>
<td>Mr. Pratiksh</td>
<td>IBM</td>
</tr>
<tr>
<td>Mr. Aditya Shiralkar</td>
<td>IBM</td>
</tr>
<tr>
<td>Prof. H. N. Shankar</td>
<td>Senior Functional Consultant TechM &amp; IMS Solution Group</td>
</tr>
<tr>
<td>Dr. Lloyd Standford</td>
<td>Director Topblue Supply Chain Pvt. Ltd.</td>
</tr>
<tr>
<td>Dr. Suresh</td>
<td>Accenture</td>
</tr>
<tr>
<td>Dr. Alakh Verma</td>
<td>Adjunct faculty and Advisor</td>
</tr>
<tr>
<td>Dr. Prateek</td>
<td>Principal Product Manager - Informatica</td>
</tr>
</tbody>
</table>

### Illustrious Alumni

<table>
<thead>
<tr>
<th>Alumni Name</th>
<th>Designation &amp; Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bijaya Rajkumari</td>
<td>Manager People Analytics &amp; Metrics Schneider Electric</td>
</tr>
<tr>
<td>Kamakhsa Prasad Dash</td>
<td>Certified Data Analyst &amp; Business Analyst IBM India Pvt. Ltd</td>
</tr>
<tr>
<td>Ankit Upadhyay</td>
<td>Business Analyst MetricStream</td>
</tr>
<tr>
<td>Karthik. K</td>
<td>Pricing Analyst IBM</td>
</tr>
<tr>
<td>David Igiehon (CRCMP)</td>
<td>Risk Management &amp; Compliance Investment One Financial Services Limited Nigeria</td>
</tr>
<tr>
<td>Loyed D’Almeida</td>
<td>Business Analyst - Retail Supply Chain Solutions Sical Logistics Ltd.</td>
</tr>
<tr>
<td>Harsimran Singh Sethi</td>
<td>Assistant Manager - Analytics Capita</td>
</tr>
<tr>
<td>Sampoorna Hegde</td>
<td>Global Programme Manager (Automation) - IBM India Pvt. Ltd.</td>
</tr>
</tbody>
</table>
Alumni Speak

Enayath Ali,
Student - IFIM BUSINESS SCHOOL
EPGDM-BA (2016-18)

"The Executive PGDM in Business Analytics at IFIM Business School has helped me further my understanding of data driven decision making. The course has provided me hands on experience of working on s/w that are being practiced at large in corporate for analyzing data and drawing insights out of it. The program has a unique curriculum having its focus on not just analytics but also on key business domains that has helped me bring in the business perspective to data. Faculty members at IFIM are its biggest strength as they have perfect mix of academic and industry experience. The program’s hybrid delivery model allows me to finely balance my career, studies and personal life which is a real advantage. I feel more confident and am happy that I made the right decision of joining IFIM Business School for my higher studies in Business Analytics."

Bijaya Rajkumari
Manager - HR Metrics, SCHNEIDER ELECTRIC
EPGDM-BA (2014-16)

"A great initiative & timely introduction of a comprehensive professional program in the Analytics Era by IFIM B School. A perfect blend of an exclusive curriculum covering all topics on management with highly qualified and experienced faculties, hands-on work at the IBM Analytics Lab - a step ahead for transforming and reshaping the future ready corporate leaders in the field of analytics - a must do program to explore the next big analytics challenge."

Success Story with IBM

IFIM has created a business analytics course in partnership with IBM for students and working professionals to learn and apply IBM Analytics solutions to solve real-world problems. IFIM Business School has been recognized by IBM for building capabilities for management students and working professionals on Big Data & Analytics using IBM software.

Awards and Recognitions

- IFIM Business School Ranked No.26 in India by Business India Magazine 2016
- IFIM Institutions certified as ‘Global League Institution’ by Great Place to Study Research Institute, UK
- IFIM Institutions recognized amongst ‘World’s Greatest Brands 2016’ by United Research Services, UAE
- IFIM Business School adjudged as Gold Award winner at the 7th Indian Management Conclave at IIM Ahmedabad
- Best Higher Education Institute of the Year South - 2016 by ASSOCHAM
- IFIM Business School is a member of NASSCOM

For more details, please visit

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