



EPBA

Schedule & Duration

Schedule: Saturday 9:00 am - 12:00 noon & Sunday 9:00 am - 12:00 noon **Duration:** 1 Year

Programme Fees

Application Fee	INR 2,000/-
Programme Fee	INR 2,20,000/-
Campus Fee (Payable to IIMC)	INR 60,000/-
Registration Fee	INR 5,500/-

Note: All Fees are payable directly to HGEIL. Fee is exclusive of service tax which will be payable on actuals.

Installment Schedule

	I	II	III
Date	As per Offer Letter	12-October-2017	12-Jan-2018
Amount (INR)	70,000/- + 5,500/-	80,000/-	70,000/-

Note: Installment amount is exclusive of service tax which will be payable on actuals. Installment dates are approximate and subject to change if applicable.

Important Dates

Application Closure Date: 15-June-17 **Class Start Date:** 14-July-17

Note: Dates are approximate and subject to change if applicable



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EPBA

Executive Programme in Business Analytics

Batch-7



HUGHES
 GLOBAL EDUCATION

The Indian Institute of Management Calcutta (IIMC) was established as the first national institute for Post-Graduate studies and Research in Management by the Government of India in November 1961 in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, The Ford Foundation and Indian industry. During its initial years, several prominent faculty formed part of its nucleus, including Paul Samuelson, Jagdish Sheth, J. K. Sengupta, among others.

Over the years, IIMC has grown into a mature institution with global reputation, imparting high quality management education. It has been playing a pioneering role in professionalising Indian management through its Post Graduate and Doctoral level programs, Executive Training Programs, Research and Consulting Activities. Today, the institute serves as an autonomous body, continuously evolving to meet its goals in an ever-changing business environment.

The vision of the Institute is to emerge as an International Centre of Excellence in all facets of Management Education, rooted in Indian ethos and societal values. Over the past four decades, IIM Calcutta has blossomed into one of Asia's finest Business Schools. Its strong ties to the business community make it an effective mechanism for the promotion of professional management practices in Indian organizations. Today, IIM Calcutta attracts the best talent in India - a melting pot of academia, industry and research. The best and brightest young men and women pursue its academic programs.

The main thrust of training is to imbibe a sense of strategic outlook to management problems in the students. The emphasis, therefore, is on management as an integrated process and requires the students to develop a global view of economic, technological, cultural and political environment of the business.

IIMC has a very strong alumni base, which makes it unique among the top management institutes of the world. IIMC alumni are occupying leadership positions as corporate managers, academicians and successful entrepreneurs, worldwide. The alumni maintain a close relation with the institute, helping each other in their growth.



About Hughes



Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice and data classes with a spread across 85+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -- classroom teaching -- with the latest in technology.

Hughes Advantage

- ▶ The first and the pioneers in Interactive Onsite Learning in India for working executives
- ▶ More than 25000 alumni base
- ▶ 2500 + students enrolling every year
- ▶ 200 + programmes successfully completed so far

About The Programme

Consequent to decades of information technology deployment, organizations today have more information at hand than ever before. But in many cases the information is not being utilized to out-think the rivals. Thus organizations are missing out on a potent competitive tool.

Business Analytics is about quantitative analysis and predictive modeling towards data-driven competitive strategies. Exemplars of analytics are using tools to identify their most profitable customers; offer the right price; accelerate product innovation; optimize supply chains; identifying the true drivers of financial performance etc. Organizations as diverse as HSBC, PepsiCo, Amazon, Barclay's, Capital One, Procter & Gamble, Wachovia, and the Boston Red Sox illuminate how to leverage the power of analytics. Competence in analytics along with the ability to handle big-data has become a critical skill for managers of the new age business organizations.

This executive long distance programme would have modules such as Data Mining, Business Intelligence, Statistical Decision Modelling, Spreadsheet Modelling, Financial Analytics, Marketing Analytics, and Operations Analytics. The overall value gained at the end of the programme is expected to build a solid foundation of business analytics.

Programme Highlights

- ▶ Recognized Certification on successful completion from the foremost B school in the country.
- ▶ Lectures imparted by the best faculty in India and Industry experts.
- ▶ Rigorous programme structure with assessments for every course.
- ▶ Designed to be experiential through case studies and simulations.
- ▶ LDP alumni membership of IIMC present globally -- which has its own sets of advantages for identity, brand value, and marketability of the participants.
- ▶ Work while you study. Aspirants can attend classes at a time and place convenient to them (Hughes Global Education network is spread across 40+ cities/towns with more than 85 centers).

Programme Objectives

- ▶ To equip the participants with key concepts and tools of business analytics
- ▶ To give insights on how to apply big data analytics to managerial decision making

Eligibility

- ▶ At least graduation in Science or Engineering with minimum 50% marks
- ▶ Minimum 2 years of work experience and currently employed

Course Content

- ▶ Business Analytics and Competitive Advantage
- ▶ Business Communications
- ▶ Business Data Mining
- ▶ Data Mining Applications in R
- ▶ Economics
- ▶ Financial Analytics
- ▶ Marketing Analytics
- ▶ Mathematics for Business Analytics
- ▶ Operational Analytics
- ▶ Spreadsheet Modelling
- ▶ Statistics for Business Analytics
- ▶ Time Series Models in Business

Pedagogy

- ▶ Theory & Practical Inputs
- ▶ Case study approach
- ▶ Assignments, E-Learning, & Business Simulation