POST GRADUATE PROGRAM IN

INTERNATIONAL
BUSINESS ANALYTICS

CHOOLS CONSULTING SERVICES PVT LTD

INTRODUCING THE PG PROGRAM IN INTERNATIONAL BUSINESS ANALYTICS

A relentless industry focus – that's how the PGP-BA has been able to empower thousands of career transitions. All parts of the program experience are designed to make learners job-ready. But here's the challenge – the industry keeps evolving all the time.

Only high-quality learning has the power to transform lives, so we have high standards for our programs. To give our learners an even better competitive advantage, we are now introducing PGP-BA to keep pace with a rapidly growing industry.

With inputs from industry professionals, top Data Science academicians, and recently graduated alums, the upcoming version of the PGP–BA is your best bet for a rewarding Data Science career.

CHOOLS

INDIA'S LEADING PROFESSIONAL LEARNING PLATFORM

3.3
Million+ Learners

160+
Countries Reached

4000+
Industry Experts

1200+
Hiring Partners

Program Benefits

Corporate **Partners**

The program is designed, delivered and endorsed by leading analytical,technology and onsulting organizatons.Our corporate partners are involved in curriculum design, facilitating projects, industry lectures and also suggesting pedagogical improvements.

Industry Relevant **Curriculum**

The curriculum combines academic elegance and business relevance to facilitate participants in learning the basics of management, Data Science techniques and applications for data-based decision making

Flexible **Learning**

The PGP-BA program provides utmost learning flexibility. Learn while you earn with online sessions. We accommodate transfer cases and sabbaticals and provide the option to catch up even when you have missed classes.

Hands-On **Exposure**

An integral part of the learning experience is the use of Data Science and Analytics tools wherein the candidates get hands-on exposure to Python SQL, Tableau, R (Online)

Industry Renowned **Certificates**

Earn two post graduate certificates - one from McCombs' School of Business at UT Austin and the other from Great Lakes Executive Learning, the executive learning arm of Great Lakes (A Top 10 B-School in India).

Constantly Updated According to Industry Trends

Get the most up-to-date learning experience that reflect the changing industry landscape.

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AN ENHANCED LEARNING EXPERIENCE

Industry Sessions	4	8
Practice Hackathons	2	6
Connect Sessions with Peers	2 Virtual Sessions	3 Virtual Sessions
Practice Case Studies	10	15
Optional Modules	4 Marketing & Retail Analytics | Waeb & Social Media Analytics | Supply Chain & Logistics Analysis | Optimization Techniques	9 4 from Previous Version + Model Deployment + (GL Elevate AI Accelerator Pack) Power BI | Applications of AI | Cloud Computing | Blockchain
Choose between Saturday/Sunday Mentoring Sessions	No	Yes
Handbook on Case Studies by Alumni & Sessions by Alums on 'How They Applied Data Science at Work'	No	Yes
1:1 Career Coaching Sessions	2	3
Company Sponsored Hackathons	1	3
Guidance to publish Capstone Project in reputed Journals or 'Present at Conferences'	No	Yes

PROGRAM PEDAGOGY

Program Delivery

The program is delivered in an online format
with 30 weekend mentorship sessions
that span over 11 months.

Online-Learning Management System

All candidates have access to the online LMS that
hosts content (lecture recordings, discussion forums,
assignments, reading material) and live webinars to
enable the candidates to continue their learning during
campus. The LMS provides an innovative learning
environment that encourages collaborative approach
between the candidates thus paving the way for
maximizing learning effectiveness.

Capstone Project

All candidates would be pursuing an application oriented c
apstone project in the field of Data Science. The project shall
be mentored and evaluated by faculty from Great Lakes
Institute of Management or industry experts. The project will
be presented to the faculty board as part of the requirement
for successful completion of the program.

Industry Perspective Lectures

This is an important component of the program that
complements and substantiates the learning with an
applied orientation. The participants get the opportunity to
listen to eminent speakers from leading Data Science &
Analytics companies and assimilate the best practices
discussed by them in their lectures.

Experiential Learning
This program is designed to

This program is designed to transform candidates to
business-ready Data Science and Analytics
professionals through hands-on experiential learning of
relevant tools. This is achieved through hands-on labs,
practice exercises, hackathons, quizzes and
assignments on software packages such as R, Tableau,
SAS (online) and Python.

PROGRAM CURRICULUM

The curriculum of the PGP in Business Analytics: V.22 has been updated in consultation with industry experts, academicians and program alums to ensure you learn the most cutting-edge topics.

FOUNDATIONS

Introduction to Data Science

- Python/R for Data Science
- Introduction to Python/R
- Dealing with Data using Python/R
- Visualization using Python / R
- Python-Markdown
- Missing Value Treatment
- Exploratory Data Analysis using Python/R

Marketing & CRM

- Core Concepts of Marketing
- Customer Life Time Value
- Marketing Metrics for CRM

Statistical Methods for Decision Making

- Descriptive Statistics
- Introduction to Probability
- Probability Distributions
- Hypothesis Testing and Estimation
- Goodness of Fit

Business Finance

- Fundamentals of Finance
- Working Capital Management
- Capital Budgeting
- Capital Structure

SQL Programming

- Introduction to DBMS
- ER Diagram
- Schema Design
- Key Constraints & Basics Of Normalization
- Joins
- Subqueries Involving Joins & Aggregations
- Sorting
- Independent Subqueries
- Correlated Subqueries
- Analytic Functions
- Set Operations
- Grouping and Filtering

DATA SCIENCE TECHNIQUES

Optimization Techniques

- Linear Programming
- Goal Programming
- Integer Programming
- Non-Linear Programming

Predictive Modeling

- Multiple Linear Regression(MLR) for Predictive Analytics
- Logistic Regression
- Linear Discriminant Analysis

Advanced Statistics

- Analysis of Variance
- Regression Analysis
- Dimension Reduction Techniques

Data Mining

- Introduction to Supervised and Unsupervised Learning
- Clustering
- Decision Trees
- Random Forest
- Neural Networks

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PROGRAM CURRICULUM

FOUNDATIONS

Time Series Forecasting

- Introduction to Time Series
- Correlation
- Forecasting
- Autoregressive Moving Average (ARMA) Models
- Autoregressive Integrated Moving Average (ARIMA) Models
- Case Studies

Machine Learning

- Handling Unstructured Data
- Machine Learning Algorithms
- Bias Variance Trade-off
- Handling Unbalanced Data
- Boosting
- Model Validation

DOMAIN EXPOSURE

Marketing & Retail Analytics

- Marketing and Retail Terminologies: Review
- Customer Analytics
- KNIME
- Retail Dashboards
- Customer Churn
- Association Rules Mining

Finance & Risk Analytics

- Why Credit Risk - Using a Market Case Study
- Comparison of Credit Risk Models
- Overview of Probability of Default (PD) Modeling
- PD Models, Types of Models, Steps to Make a Good Model
- Market Risk
- Value at Risk – Using Stock Case Study
- Fraud Detection

Web & Social Media Analytics

- Web Analytics: Understanding The Metrics
- Basic & Advanced Web Metrics
- Google Analytics: Demo & Hands-on
- Campaign Analytics
- Text Mining

Supply Chain & Logistics Analytics

- Introduction to Supply Chain
- Dealing with Demand Uncertainty
- Inventory Control & Management
- Inventory Classification Methods (EOQ)
- Inventory Modeling (Reorder Point, Safety Stock)
- Advanced Forecasting Methods
- Procurement Analytics

DOMAIN EXPOSURE

Data Visualization Using Tableau

- Introduction to Data Visualization
- Introduction to Tableau
- Basic Charts and Dashboard
- Descriptive Statistics, Dimensions and Measures
- Visual Analytics: Storytelling through Data
- Dashboard Design & Principles
- Advanced Design Components/ Principles: Enhancing the Power of Dashboards
- Special Chart Types
- Case Study: Hands-on Using Tableau
- Integrate Tableau with Google Sheets

CAPSTONE PROJECTS

Retail

Actionable insights for improving sales of a consumer durables retailer using POS data analytics

Techniques used: Market Basket Analysis, RFM (Recency-Frequency- Monetary) Analysis, Time Series Forecasting

Web & Social Media

Tapping social media exchanges on Twitter - A case study of the 2015 Chennai floods

Techniques used: Topic Modeling using 9 Latent Dirichlet Allocation. K-Means & Hierarchical Clustering

Supply Chain

Developing a demand forecasting model for optimizing supply chain

Techniques used: Text Mining, K-Means Clustering, Regression Trees, XGBoost, Neural Network

Retail

Market basket analysis for consumer durables

Techniques used: Market Basket Analysis, Brand Loyalty Analysis

Entrepreneurship /Startups

Startup insights through data analysis

Techniques used: Univariate and Bivariate Analysis, Multinomial Logistic Regression, Random Forest

E-commerce

Customer engagement and brand perception of Indian e-commerce: A social media approach

Techniques used: Text Mining, K-Means Clustering, Regression Trees, XGBoost, Neural Network

Banking

Developing best prediction model of credit default for a retail bank

Techniques used: Linear Discriminant Analysis, Logistic Regression, Neural Network, Boosting, Random Forest, CART

Healthcare

Prediction of user's mood using smartphone data

Techniques used: Logistic Regression, Random Tree, ADA Boost, Random Forest, KSVM

Insurance

Personal insurance digital assistant

Techniques used: NLP (Natural Language Processing), Vector Space Model, Latent Semantic Analysis

Finance & Accounts

Vendor invoicing grief project

Techniques used: Conditional Inference Tree, Logistic Regression, CART and Random Forest

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Profile Summary

A visionary leader offering over 23+ years of notable contribution in the entire gamut of delivering executive-level consulting to service & manufacturing organizations. Leadership forte entails achievement of measurable business results in supply chain process effectiveness and efficiency, unparalleled customer satisfaction and superior market performance; leveraging deep expertise, outstanding collaboration resulting in yield of multi-million dollar benefits to the bottom line.
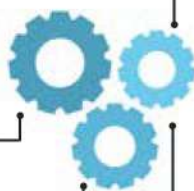
- A Global executive with 23+ years of experience, made his footprint across 6 continents and 40+ cities.

- A Stanford Alumni, Indian Statistical Institute Alumni,

- Certified Project Management Professional –PMI USA with Six Sigma Black belt Professional from American Society for Quality & Supply chain professional from IPSCMI – USA,

- A lean Six Sigma Master black belt Level1 & L2 from Shell University & Six Sigma Academy,

- A Shell Oscar Award winner for driving Business transformation initiatives Year 2008 & 2009

- Part of Chief Transformation & Strategy office with Coca-Cola. Driving Transformation initiatives in SAARC region

- Won the prestigious PepsiCo's Productivity framework in 2014 & 2015 as part of MENA – Productivity program.

- Delivered $250MM cost savings opportunities for PepsiCo Y14 to Y18.

- Performed various benchmarking studies for Shell Oil. Rolled Out Process Excellence program for Shell Finance Operations across 5 business centers.

- First Entity (team) & Led a team of 23+ Global team members & Delivered $0.5Blln savings in 2014 within Shell Finance operations on various cost savings initiatives.

Career Benchmarks

DELIVERY MANAGEMENT

Delivered
- $190MM+ in Y14 to Y16 on transformation productivity initiatives, with 70% of the results produced in manufacturing & distribution area of the business for both beverages & food
- $130+MM in supply chain operating productivity in Y14 to y16 delivering 34% more than plan before NOPBT

LEADERSHIP

- Headed the team delivering Lean Six Sigma 112+ transformation projects worth mor than $25MM in MEA region in Y15 & Y16
- Led the MENA region which contributed 65 of the total LSS value to the AMEA sector in PEPSICO

PROJECT MANAGEMENT

Headed more than 3000+ Lean Six Sigma Green Belt projects in the Shell Business Shared Services across 4 continents & 6 service centers
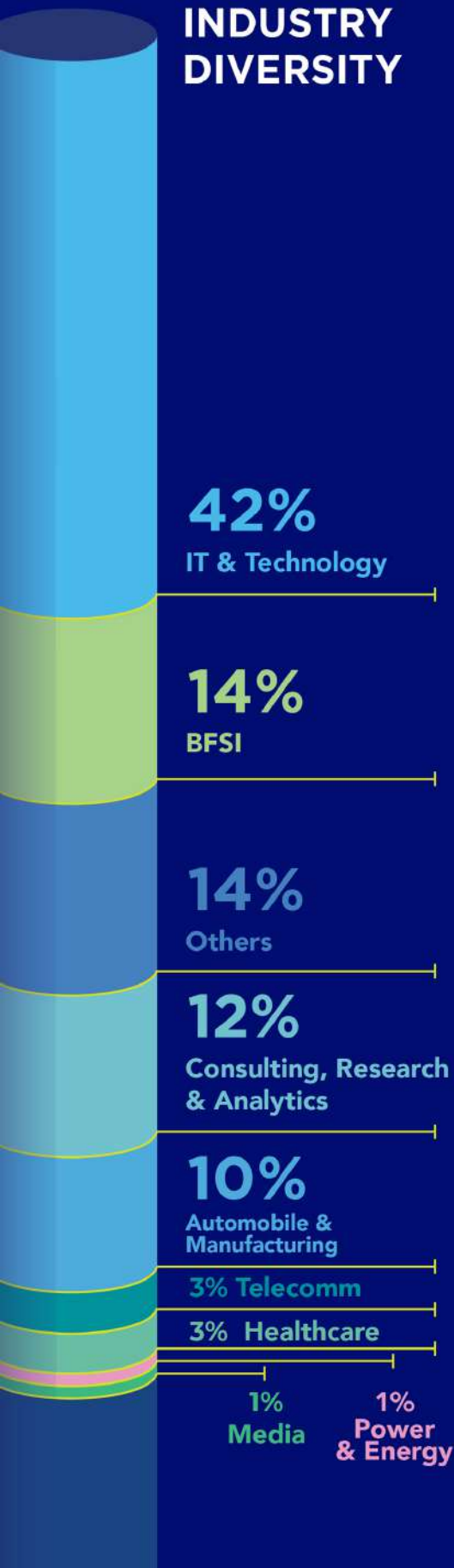
TRAINING & DEVELOPMENT

Delivered 75+ (All levels) Lean Six Sigma & Project management training across 20+ destinations in 5 continents from Y'08 to Y14

Area of Expertise

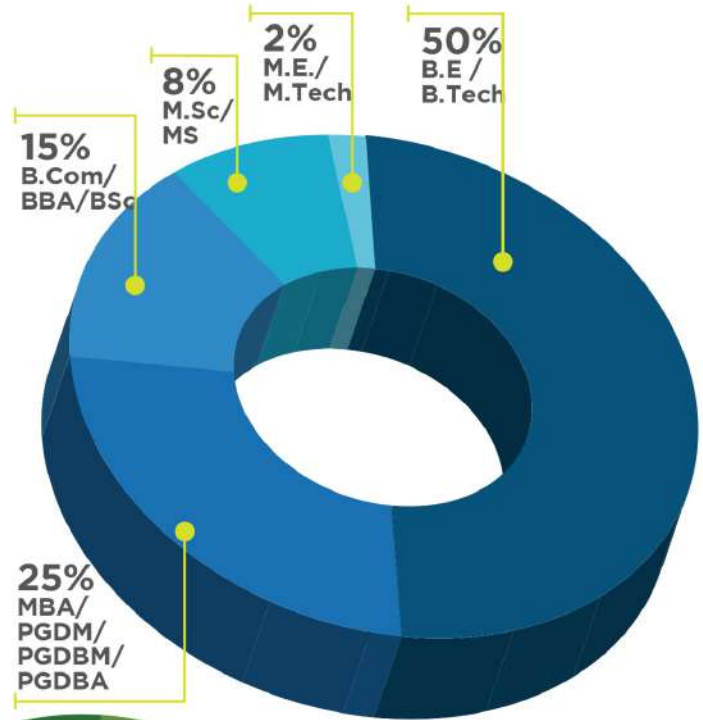| Value stream Mapping	Business transformation Framework*	Business Process Management System *
Hydro- Carbon Supply Chain Management	Lean Six Sigma– Consulting / Training / Coaching /Productivity	Design thinking Methodology
Data Science – statistics	Digital transformation – RPA	Design of Experiments / Advance Statistics

MEET THE CLASS

INDUSTRY DIVERSITY

42%
IT & Technology

14%
BFSI

14%
Others

12%
Consulting, Research & Analytics

10%
Automobile & Manufacturing

3% Telecomm

3% Healthcare
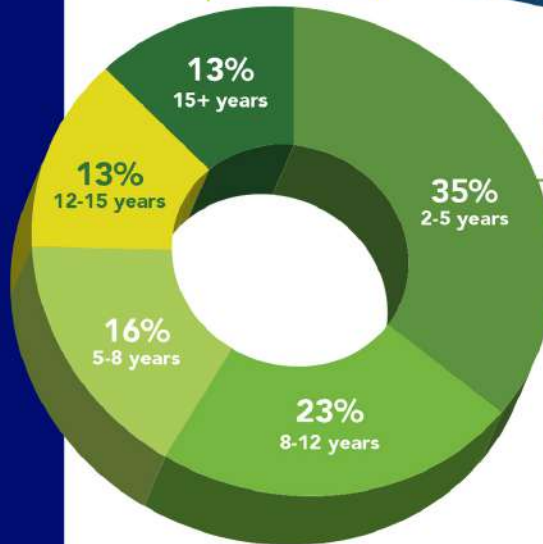
1% Media

1% Power & Energy

The PGP-BA class consists of professionals across various industries, with a wide range of experience across roles in technology, consulting, analytics and marketing.

EDUCATION BACKGROUND

15% B.Com/ BBA/BSc

8% M.Sc/ MS

2% M.E./ M.Tech

50% B.E / B.Tech

25% MBA/ PGDM/ PGDBM/ PGDBA

WORK EXPERIENCE

13% 15+ years

13% 12-15 years

16% 5-8 years

35% 2-5 years

23% 8-12 years

The PGP-BA class comes from leading organizations. Some of their current employers include:

Capgemini Honeywell CISCO IBM Google

Cognizant accenture amazon Adobe yatra Jio

EY Infosys BARCLAYS Deloitte. Microsoft

CAREER SUPPORT

- ## E-Portfolio

  An e-portfolio is a snapshot of all the projects done and skills acquired during the program that is shareable across social media channels. This will help you establish your expertise to potential recruiters.

- ## Resume building and interview preparation

  We help you build your resume to highlight your skills and your previous professional experience. You'll also learn to crack interviews with our interview preparation sessions.

- ## Career guidance

  Get access to career mentoring from industry experts who've transitioned to Data Science roles. Benefit from their guidance on how to build a rewarding career in Data Science.

- ## Job Board

  The program provides candidates access to the Great Learning Job Board. 1200+ organizations approach us with job opportunities which are shared through the Job Board with our candidates. Our candidates get an average salary hike of 48% on a successful transition

ADMISSION DETAILS

FEE DETAILS

Post Graduate Program in international Business Analytics

₹1,25,000 + GST

11 Month Program | 225+ hours of learning content

8 real-world graded projects and 16+ real-world case studies

2-month capstone project guided by an industry expert

Dedicated career support through interview preparation and resume building sessions

Access to GL Confluence: Industry and peer networking events

Access to GL Excelerate: Curated job portal with opportunities shared by 1200+ hiring partner

Power ahead in your career with CHOOLS. Start learning today.

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