

**Indian Institute of Social Welfare and  
Business Management**



**IISWBM**



**IISWBM**

INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

**PGDM**

**Business Analytics**

(Full-Time – 12 Months)

**Executive PGDM**

**Business Analytics**

(Weekend – 15 Months)



**NEW-AGE PROGRAMMES  
FOR NEW-AGE CAREERS**

**ADMISSIONS 2018-19 | FOURTH BATCH**

Industry Partner

**iNURTURE**  
Education Solutions  
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[www.inurture.co.in/IISWBM](http://www.inurture.co.in/IISWBM)

## Director's Message

Welcome to IISWBM!!

IISWBM, the first management institute of India was established by Dr. B. C Roy, the then Chief Minister of West Bengal as its Founder-President and Prof. D. K Sanyal as the first Director. The Institute has successfully completed its Diamond Jubilee Year, signifying eventful journey in management education in India for more than 60 years and is known for introducing and successfully conducting socially relevant and innovative management programmes.

Our vision is to make IISWBM a globally visible centre for excellence in management education. It is our pleasure to announce the fourth batch of the Post Graduate Diploma programme in Business Analytics and the second batch of the Executive Post Graduate Diploma programme in Business Analytics in

collaboration with iNurture Education Solutions for the academic session 2018-2019. This course is a blend of knowledge as well as technology which provides additional employment opportunity to bright young students and imbibes them socially.

We are committed to providing a complete learning environment to our students to equip them to manage organisations of tomorrow with new ideas which can provide the leverage and the power to meet the challenges. The Institute's rich tradition, ability to combine time-honoured values with state-of-the-art technology constitutes its strength and makes it unique.

We are confident that this course will become an instrument to promote inclusive growth and ensure that the fruits of economic development reach broader masses of the society. We would like to reiterate that the link between IISWBM and iNurture would be further strengthened and widened not only for mutual benefit, but also for the entire academic community and society at large.



**Prof. (Dr.) Rajagopal Dhar Chakraborti**  
Director



## About IISWBM

IISWBM was constituted on 25<sup>th</sup> April 1953 by a resolution passed by the Senate of the University of Calcutta. The meeting of the Senate was presided over by Mr. Justice Rama Prasad Mookherjee. This was the culmination of the joint initiative taken by the University of Calcutta, the Government of West Bengal, the Government of India and the captains of industry to set up for the first time a management education institute in India, a concept alien to many in the educational fraternity at that time. In the year 2013, the institute completed its Diamond Jubilee signifying 60 years of an eventful journey in management education in India. IISWBM, the first management institute of India was thus established by Dr. B.C. Roy, the then Chief Minister of West Bengal as its Founder -President and Prof. D.K. Sanyal as the first Director. The Government of India, Department of Post in recognition of 50 years of glorious existence of the first B-School in the country, released a Commemorative Postage Stamp on IISWBM, on 25<sup>th</sup> April 2004 in New Delhi.

The institute boasts of state-of-the-art infrastructure, strong faculty base, successful alumni, excellent hostels, rich library and exceptional placement records.



## About iNurture Education Solutions Pvt. Ltd.

Established in the year 2009, iNurture is the pioneer in enabling career-ready formal higher education in India. It strives to strengthen 'employability quotient' across the complete spectrum of adult learning - from colleges to corporate.

On the formal higher education front, iNurture supports universities and autonomous institutions to 'intelligently nurture' students through new-age undergraduate and postgraduate programmes. iNurture focuses on fast-growing, domains such as Information Technology (Cloud Technology, Information Security, IT Infrastructure, Mobile Application, Web Technology, Big Data, Artificial Intelligence and Internet of Things), Marketing Leadership and Innovation (Digital Marketing and Advertising, Brand Management and Communication, International Business, E-Commerce, Tourism and Hospitality Management, Sports Management and Luxury Management), New Media (Digital Filmmaking, Visual Effects and Animation), Financial Services, Business Analytics and Design.

iNurture also offers short-term certification programmes under the brand iNurturePro for working professionals in various new-age domains to accelerate their career growth.

## IISWBM, iNurture Education Solutions Collaboration

IISWBM and iNurture Education Solutions have come together to offer advanced, career-ready PGDM programmes in fast-growing new-age industry sectors.



# PGDM Business Analytics (Full Time - 12 months)



## About the Programme

Most industry sectors have recognised the value that business analytics can provide in not only driving compelling business solutions, but also in helping them to differentiate themselves to customers, investors and regulators. The global business analytics is a USD 105 billion market, growing at a CAGR of 8%. India, with its surfeit of talent, has become the analytics hub for organisations across the world. Large corporate firms like Walmart, Target, Citibank, ICICI Bank, Airtel and Vodafone are increasingly adopting analytics in their processes. Consulting giants like PwC, IBM, Accenture, and Infosys have large teams offering analytics solutions to their clients. All of these translate into a huge global and domestic demand for business analytics professionals.

The curriculum is designed to provide an in-depth hands-on learning in business analytics domain techniques which enable students to analyse and solve problems conceptually and practically.

## Programme Objectives

Students are exposed to concepts, subjects and tools that are highly relevant to present day market. The programme equips students with the knowledge and skills required to be successful in the business analytics domain:

- Learn the fundamentals of statistics for business, DBMS SQL and R programming
- Gain exposed to concepts of business foundation, data visualisation and operations research
- Learn in depth about data mining, big data analytics and time series econometrics

**Course Duration**  
12 months | Full-time

## Eligibility

Applicants must have completed graduation from a recognized university with minimum 45% marks. Applicants must also have reasonably good quantitative aptitude with minimum 45% marks in CAT/MAT/ATMA/CMAT/Institute's entrance test.

## Curriculum\*

### Semester 1

Introduction to Python Programming  
 Statistics for Business  
 DBMS and SQL  
 Introduction to R Programming  
 Operations Research  
 Data Visualization

## Programme Fee Structure

The programme fee for PGDM Business Analytics is Rs. 2.25 lacs and additional Rs 10,000/- (refundable as security deposit).

### Semester 2

Multivariate Data Analytics  
 Data Mining - I  
 Data Mining - II  
 Time Series Econometrics  
 Big Data Analytics  
 Advanced Analytics  
 Capstone Project

\* Subject to changes if any

## Career Progression Path for PGDM Business Analytics Professionals ^

	Entry Level (0-3 yrs exp)	Mid Level (3-5 yrs exp)	Senior Level (5+ yrs exp)
<b>Average Salary</b>	INR 3,00,000 - 5,50,000	INR 5,50,000 – 1,100,000	INR 1,100,000+
<b>Job Role</b>	Junior Data Management Analyst	Senior Data Management Analyst Analytics Manager	Senior Manager Analytics Data Management - Director
	Junior Business Analyst	Mid-Level Business Analyst	Senior Manager Analytics Vice President Analytics
	Data Analyst	Senior Data Analyst	Director
	Junior Data Miner Analytics Consultant Statistician	Senior Data Miner Senior Analytics Consultant Senior Statistician	Principal Analytics Consultant Senior Manager Analytics
	Junior Predictive Modeling Analyst	Mid-level Predictive Modeling Analyst	Senior Predictive Modeling Analyst
	Research Analyst	Mid-level Research Analyst	Senior Manager
<b>Self - employment</b>	<b>Compensation commensurate with the efforts put in</b>		

# Executive PGDM Business Analytics (Weekend-15 Months Programme)



Workshop on 'Introduction to Text Mining'

## About the Programme

Business analytics is an upcoming domain which has been recognised as an important and unavoidable practice to be adopted by almost all business organisations irrespective of their size and line of activities. A significant capability enhancement has been taken place particularly in the last decade regarding data or information acquisition and this has led to the need of analysing the same for taking out meaningful insights and then plugging those with the decision making and updating policies for better organisational functions.

Business analytics is the next big opportunity globally and in India. At the same time, the industry is witnessing an acute shortage of skilled talent. With leading Indian and global companies scouting for talent, a combination of business management and analytical training can propel a candidate to managerial and leadership roles in the analytics industry.

Though, the need for Data Analysts in our country and in the whole world has been clearly visible, the supply side of analytics professionals is weak by all means. IISWBM Executive PGDM Business Analytics (Weekend-15 Months Programme) has been conceptualized with the help of industry experts.

## Programme Objectives

The programme is designed to educate students on how to apply business analytics solutions to real-world problems to arrive at most profitable decisions. Following are the objectives of the programme:

- To prepare participants in the areas of data acquisition, analysis which help them arrive at meaningful insights based on scientific judgements
- Equipping participants with the advanced tools and techniques used in analytics domain
- To prepare students to learn popular statistical software being used by analytics industry

## Course Duration

15 Months | Weekend programme

## Eligibility

Eligibility- Applicants must be graduates in Engineering, Mathematics, Statistics or B.Com discipline with minimum 45% marks or equivalent CGPA from a recognised university and should have minimum 1 year of corporate or entrepreneurial experience. Applicant will have to qualify institute's entrance test followed by Personal interview.

## Programme Fee Structure

The programme fee for Executive PGDM Business Analytics (Weekend-15 Months Programme) is Rs. 2.25 lacs and additional Rs 10,000/- (refundable as security deposit).

## Curriculum\*

### Semester 1

- Introduction to Python Programming
- Statistics for Business
- DBMS and SQL
- Introduction to R Programming
- Operations Research
- Data Visualization

### Semester 2

- Multivariate Data Analytics
- Data Mining - I
- Data Mining - II
- Time Series Econometrics
- Big Data Analytics
- Advanced Analytics
- Capstone Project

\* Subject to changes if any





## Career Progression Path for Executive PGDM Business Analytics Professionals ^

	Entry Level (0-3 yrs exp)	Mid Level (3-6 yrs exp)	Senior Level (6+ yrs exp)
Average Salary	INR 3,50,000 - 7,00,000	INR 7,00,000 – 1,400,000	INR 1,400,000+
Job Role	Analytics Analyst	Advanced Analytics Analyst Advanced Analytics Senior Consultants	Advanced Analytics Manager
	Reporting & Analytics Lead	Analytics Manager	Advanced Analytics Senior Manager
	Research Analyst	Senior Business Analyst	Senior Director Analytics
	Data Scientist	Senior Data Scientist	Principal Data Scientist
	Predictive Analytics Specialist	Senior Predictive Analytics Specialist	Senior Manager Analytics
	Data Visualizers	Senior Manager	Advanced Analytics Manager
	Business Analytics Consultant	Advanced Analytics Managing Consultant	Principal Analytics Consultant
	Data Miner	Manager - Data Mining	Senior Manager - Data Mining
	Data Analyst	Senior Data Analyst Senior Manager	Director Senior Director
Self - employment	Compensation commensurate with the efforts put in		

^ Information taken from public domain

### Market and Career Potential – Business Analytics

- Analytics industry in India growing at a rate of 23.8% CAGR - Analytics India Industry Study 2017
- 34% of Indian organisations give top priority to advanced analytics in their long-term strategy. Global average is 30% - EY & Forbes report

# WILEY

# WCBDA

## WILEY CERTIFIED BIG DATA ANALYST

### **Become A Wiley Certified Big Data Analyst**

The Wiley Certified Big Data Analyst (WCBDA) programme has been developed by industry experts and leverages the renowned Wiley knowledge repository. The WCBDA programme modules will help you develop core competency in Big Data Analytics that include mining, manipulating and analyzing Big Data, using basic and advanced analytics tools and techniques.

#### **Key Features of the Course**

- Acquaintance with entire data analytics life cycle
- Deep understanding of applications of Big Data in various industries
- Basic and advanced data analytics and visualization techniques
- Hands-on experience of working with R, Tableau, and Hadoop

## Why IISWBM ?

- The first ever management institute in India
- The institute is consistently rated in A1 category amongst B-schools by Business Standard B-School survey
- IISWBM received the 'ABP News National Education Award 2015' for outstanding B-School(East) for 2015
- Weekly seminars are held, where eminent leaders from different fields interact with the students and share real time business insights
- Highly qualified faculty with many having relevant industry experience
- The institute is equipped with large IT Laboratory (Business Intelligence Lab) with more than 50 work stations
- High profile placements achieved in leading companies such as IBM, Axis Bank, IMRB International, KPMG, TCS, etc
- The institute has a dedicated soft skills lab for students to develop their personality and upgrade communication skills
- 100% Wi-Fi enabled campus

## Partial List of Organisations Where Our Students are Employed\*



\*Terms and conditions apply

# Industry Endorsements



Cognizant

"We believe our association with your campus will help in building a qualified talent pool, further emphasising the importance of collaboration in helping our clients build a stronger business. We are confident that this partnership will help us gain access to top level talent and keep us differentiated as the 'employer of the choice'."

- **Abhinav M Joshi**, Campus-HR, Cognizant



"We have hired students from iNurture and we find the students capable and can be immediately deployed. We appreciate iNurture for conducting new age courses which are the need of industry."

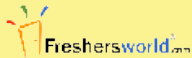
- **Vandana Jani**, HR, ICICI Prudential



India's largest online supermarket

"As businesses become more competitive in a complex marketplace, analytics is what sets one apart - better mining of data leads to improved understanding of customer expectations. The need for advanced analytics is felt by businesses, large as well as small. iNurture's Analytics course is well accepted by industry and mapped to the needs of the industry."

- **Hari Menon**, CEO, Big Basket



Freshersworld.com

"Given to understand the demand for large number of job opportunities in Information Security, Cloud, Infrastructure management, Mobile Application development, Analytics and Digital Media space, corporates will be keen to hire fresher with a strong understanding of these new-age domains. Efforts by iNurture to bridge the gap between the industry and the academia is appreciable by way of such innovative UG/PG programs."

- **Joby Joseph**, Founder & CEO, Freshers World.com



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# IISWBM

Indian Institute of Social Welfare and Business Management

## INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

MANAGEMENT HOUSE, COLLEGE SQUARE WEST, KOLKATA - 700 073

PGDM – Business Analytics (Full Time Programme - 12 Months)

Executive PGDM - Business Analytics (Weekend Programme -15 Months)

2018-19

### APPLICATION FOR ADMISSION

Name : Mr/Ms. \_\_\_\_\_

(IN CAPITAL LETTERS)

FIRST NAME

MIDDLE NAME

SURNAME

Father's / Husband's Name :

Date of Birth :

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Gender :

Male

Female

Third  
Gender

*Affix a  
recent  
Stamp Size  
Photograph*

Mailing Address :

Phone No.

Residence :

Mobile :

Email :

Nationality:

Religion:

Caste:



Academic Qualifications [Beginning with School up to Post Graduate, if any]

Examination	Board/ University (Name in Full)	College/Institution	Year	Main Subject (Specify Honours)	Marks Obtained	% of Marks	Class/ Div.

Other Qualification / Extra Curricular Activities :

Details of Job Experience, if any ( Please enclose a copy of your employment certificate)

Organisation	Designation	Department	Salary	Period of Service

Date: \_\_\_\_\_

\_\_\_\_\_  
Full Signature of the Applicant

# Why Choose These Programs?



## Team Of Business Analytics

### Head of Department

Dr. Gairik Das, M.E, MBA, (UK), Ph.D,  
Head-IISWBM Retail Management,  
MDP & Business Projects

### Admission & Administration Team - iNurture

- Mr. Vikram Jhunjunwala
- Ms. Sanchita M Tewary
- Ms. Barnali Mukherji

### Placement Team - iNurture

- Ms. Sudakshina Dasgupta
- Ms. Sharmistha Bose

### Academic Team

- Prof. Subhajit Chattopadhyay , M.Sc, MBA  
(Coordinator of Program iNURTURE)
- Prof. G C Talukdar , M.Stat , ISI
- Prof. S K Dasgupta , M.Sc , AMP
- Prof. Anup Kumar Saha , M.Sc, M.Tech
- Prof. Sujoy Das , M.Stat
- Dr. Kalyan Sengupta , M.Sc, Ph.D
- Prof. Sachin Tripathi , MCA
- Dr. Amit Paul, M.E, B.Tech, Ph.D
- Dr. Souvik Dihidar, B. Tech , MFE, Ph.D
- Prof. Chandan Kundu, MCA, ME
- Prof. Pijush Sarkar , MCA



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## Indian Institute of Social Welfare and Business Management (IISWBM)

[www.iiswbm.edu](http://www.iiswbm.edu)

**For all Admission Related Queries Please Contact**

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