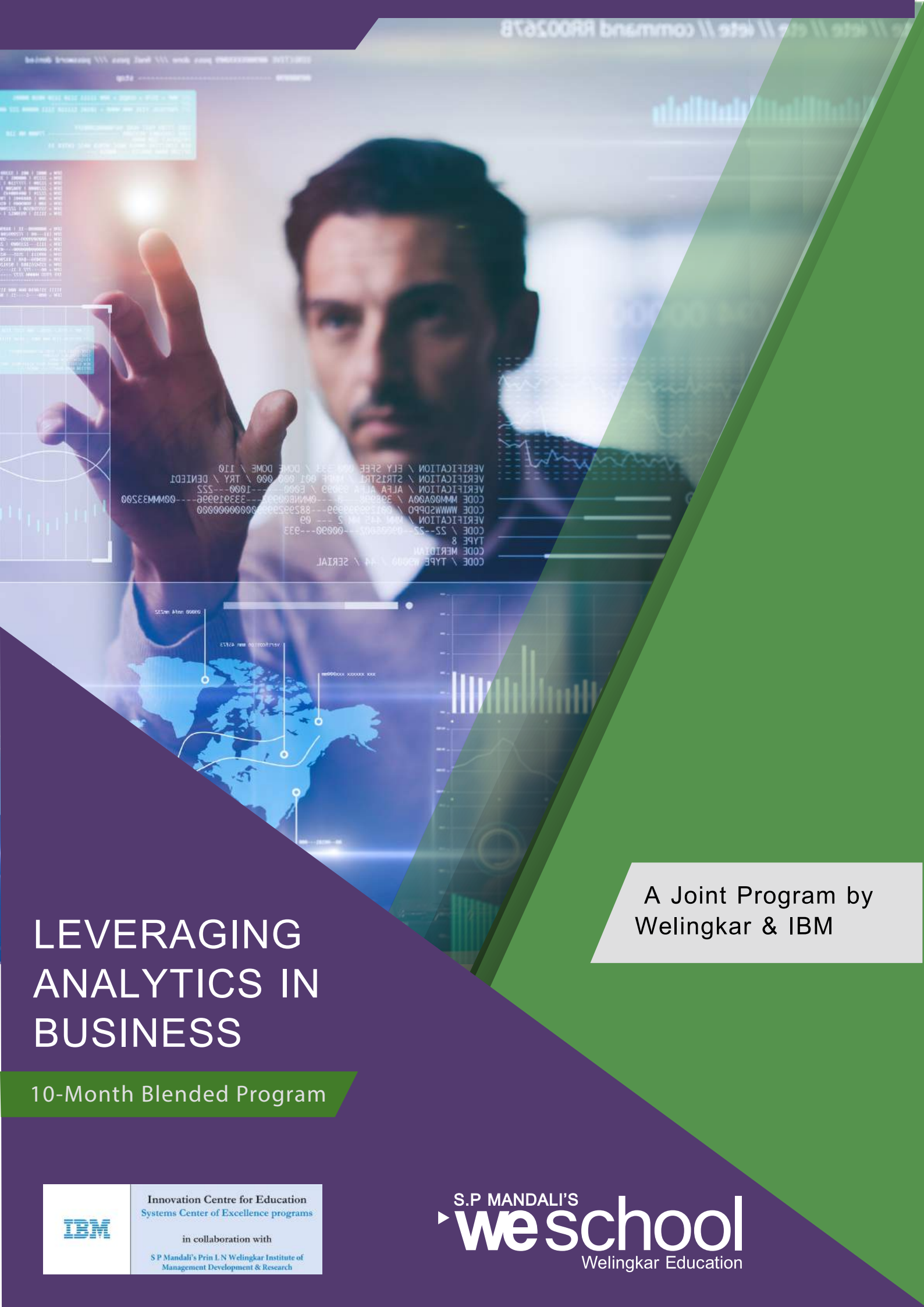

LEVERAGING ANALYTICS IN BUSINESS

10-Month Blended Program

A Joint Program by Welingkar & IBM

IBM

Innovation Centre for Education
Systems Center of Excellence programs
in collaboration with
S P Mandali's Prin L N Welingkar Institute of Management Development & Research

S.P MANDALI'S
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Welingkar Education

S. P. MANDALI'S

PRIN. L.N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH (WeSchool)

Prof. Dr. Uday Salunkhe

Group Director, WeSchool | Eisenhower Fellow, Chairman, CII- Western Region, Higher Education Sub Committee

"Business Analytics which came into vogue recently seems to have acquired an overarching influence and role in the modern businesses. It deep-dives into data, analyses it and brings out important insights, trends and patterns that help plan business moves that deliver. With the fierce competition that marks the current ecosystem, the need to have in-depth grasp of the space as well as the unfolding trends is pivotal to businesses.

The Program offers an introduction to big data analytics for professionals from diverse backgrounds, including the uninitiated, who have no prior analytics experience. It fosters and grows the analytical mindset that deciphers facts and data to take strategic business decisions."

Dr. Anil Rao Paila

Senior Dean & Director, WeSchool, Bengaluru Campus

"I am delighted to state that under the able leadership of our Group Director Dr. Uday Salunkhe, WeSchool has partnered with IBM-Innovation Centre for Education to launch this 10 month (weekend) blended program on "Leveraging Analytics in Business."

The collaborative program shall emphasize on acquiring new skills, technologies, applications and processes for executives to gain deeper insights into business analytics and create their own dashboards, thereby taking sharp decisions.

IBM badges shall be feather on the cap and shall enable executives dwelve and lead in this coveted area of Business Analytics. Welcome to the World of Welingkar (WOW)."

WeSchool is a part of S.P. Mandali Pune and has two campuses in Mumbai and Bengaluru. S. P. Mandali manages multiple educational institutes in Maharashtra and Karnataka, prominent among them being Ruia College, Podar College of Commerce in Mumbai & SP College in Pune.

- Ranked among the top B-Schools in India by various magazines and bodies.
- Large corporate base, offering executive education, consulting and placements.
- Accreditation by SAQS & NBA.
- Faculty with a blend of industry & academia experience, trained at Harvard, ITP – Europe & IIMs.
- Sprawling state of the art campus with premium facilities like Hobby Kitchen, Corporate Library, Innovation & Prototype Lab, amongst others.

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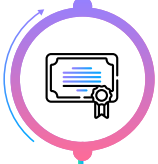
ACHIEVEMENTS

WeSchool is the sixth educational institute from Mumbai to rank 68th in the top 100 best management institutes category in the National Institutional Ranking Framework (NIRF) list of 2020.



WeSchool is officially recognised as the 'Best Performing Institution Innovation Council of West Zone (WRO)' during IIC calendar 2018- 2019 by Ministry of Human Resource Development (MHRD) Innovation Cell (MIC) in co-ordination with All India Council for Technical Education (AICTE). The award is for fostering innovation & entrepreneurship development on campus. WeSchool is now among India's top Institutions Innovation Council.

WeSchool has been honoured with the AICTE-CII IndPact Award for Best Industry-Linked Institute for Management.

WeSchool was awarded the special jury mention for 'Excellence in Employability through Industry Engagement' at the 6th FICCI Higher Education Excellence Award 2019, Delhi at the hands of Hon. Shri Nitin Gadkari, Minister of Road Transport and Highways Minister.

WeSchool positioned 18th nationally by Business Today in their Business School Survey 2019

WeSchool has been ranked 11th among the top Private B-Schools India category, India by (NHRDN) National HRD Network B-School Ranking 2018-2019

WeSchool is ranked among the top 100 B-Schools as per the National Institutional Ranking Framework (NIRF) conducted by Ministry of Human Resource Development, Government of India, 2019

WeSchool has been honoured to receive the Academic Award 'Special mention by Jury' for 'Excellence in Management Education' at the 40th BMA award function in 2018

WHY PURSUE DATA ANALYTICS

Analytics moving to Artificial Intelligence leads to:

- Re-engineer the Value Chain (Radically change product/service delivery)
- Re-imagine the offering (Develop new market & opportunities)
- Transform user engagement (Create new engagement models)

The demand for Data Analytics professions is disrupting job market

- By 2025 Analytics Market in India will experience an 8-fold Growth (26% in the next decade, NASSCOM Report on 'India Analytics Sector – Data to Decisions', June 2016).
- 75% companies are missing the skills & technology to make the best use of data they collect.
- As the current demand for data analytics professionals is much higher than the supply of it, companies are ready to pay a premium to fill their own requirements.

Analytics moving to Artificial Intelligence leads to:

Machine Learning, Big Data & Data Science skills

India emerging as Analytics Products Hub

600+ Analytics firms have already been established in India

TRENDING JOB ROLES IN 2020

- DATA ANALYSTS
- SALES & MARKETING PROFESSIONALS
- TRAINING & DEVELOPMENT SPECIALISTS
- INNOVATION PROFESSIONALS
- NEW TECHNOLOGY SPECIALIST
- E-COMMERCE & SOCIAL MEDIA SPECIALISTS
- AI & MACHINE LEARNING SPECIALISTS
- DATA ENGINEER
- DATA SCIENTIST

INDUSTRY DYNAMICS

TOP SECTORS UTILIZING BUSINESS ANALYTICS

- BANKING & FINANCE
- ECOMMERCE
- RETAIL
- INSURANCE
- TELECOM
- LOGISTICS & SUPPLY CHAIN
- IT & ITES
- HEALTHCARE

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BUSINESS ANALYTICS CAREER SCOPE

INSIGHTS

A GLIMPSE OF THE FUTURE

Big Data space is set to reach over

USD 273 Billion by 2023

*Source: Forbes. The eminent Harvard Business Review called data science "the sexiest job in the 21st century"

Average Experienced Business Analyst Salary in India is **INR 1,203,781** per annum

*Source: Payscale

More than **14,000** active jobs on an average as per leading job portal

Top recruiters: Accenture, American Express, Flipkart, Publicis Sapient, Genpact, KPMG & many more

JOB DESCRIPTION

+ Detailed Business Analysis
+ Outlining problems & opportunities
+ Budgeting and Forecasting
+ Planning and Monitoring
+ Variance Analysis
+ Pricing
+ Reporting

PROFESSIONAL ROLES: SCOPE

Business Analyst, **Business Process Analyst**, Functional Analyst, **Product Owner**, Product Manager, **Project Manager**, IT Project Coordinator, **Information Technology Lead**, Information Technology Manager, **Systems Analyst**, Business Systems Analyst, **Systems Architect**, Process Analyst, Process Coordinator, **IT Business Analyst**, Process Owner, Usability Analyst, **User Experience Designer**, Business Consultant, **Management Consultant**, **Agile Analyst**, Business Solution Architect, **Process Architect**, Subject Matter Expert, Operations Specialist, **Insights Analyst**, Compliance Manager, Data Analyst, **Technical Data Analyst**, Enterprise Architect, Business Architect, **Enterprise Solutions Designer**, Information Architect and **Business Intelligence Analyst**.

WHAT IS BUSINESS ANALYTICS

Business Analytics is the combination of skills, technologies, applications and processes used by organizations to gain insight into their business based on data and statistics and use it for business planning. Business analytics can be implemented in any department from HR and Finance to product development; to sales and customer service. Business analytics solutions typically use fact-based data to measure past performance to guide an organization's business planning.

In this age of technology, companies gather massive amount of data. Analytics helps the organization to address, explore and a number of questions regarding their business which in-turn help them to take business decisions. It also brings in a lot of improvements in the organization like improved profits, increased growth, reduced overheads, increased customer loyalty, better return on investment, predict employee attrition, improve employee performance, detect fraud, predict risk, etc.

On a day-to-day basis, data is generated everywhere like buyer preferences in ecommerce sites, customer ratings of products, user reviews of hotels etc. Companies will have a competitive advantage if they efficiently use the data to predict customer behavior, customize offers and rates of products and services and much more.

BUSINESS ANALYTICS PROGRAM @ WeSchool

- Earn dual certificates from WeSchool & IBM
- Enhance your competitive advantage with knowledge of building Analytical models from a blended learning platform of WeSchool and IBM
- Acquire your knowledge with gradual skill development silos:

- Learn Analytics concepts and applications in business from Harvard/ Ivy League case studies & from other use cases
- Hands on with LIVE industry projects with IBM:
  - > Gather powerful knowledge in a convenient, flexible way through hybrid mode of learning (an optimal mix of class room learning & beyond campus learning)
  - > Empower your decisions with Power BI, Tableau, R, Python, IBM SPSS, IBM SPSS Modeler
  - > Access learning content, all Visualization & Machine Learning software from remote location at your convenience on Learning Management System (LMS) of IBM
  - > Attend the fortnightly/weekend sessions and earn the certificate while you are on the job!

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BLENDED LEARNING

The Business Analytics program will be delivered in blended mode with pre-reads loaded on the LMS for self-learning, followed with live interactive online sessions which will be delivered by eminent faculty and specialists. This will be further complimented by few days of Campus Immersion Program.

COLLABORATION

To enable collaborative learning and increase peer networking, discussion forums on LMS will be created for collaboration. Students can write emails to faculty to clarify specific doubts as and when required. Access to IBM's Knowbots portal shall be provided to participants.

CAMPUS IMMERSIONS

WeSchool proposes to have 3 immersion sessions, one each at Alpha, Beta, Gamma stage. These sessions will be an opportunity for face to face interaction with the Faculty and immerse with campus library, innovation proto lab and various facilities at campus. Sessions include Alpha: Business Statistics, Beta: Predicative Analytics, Gamma: Marketing Analytics. Accommodation & all courtesies shall be provided by WeSchool at no extra cost. This is optional plan given the pandemic outbreak.

** Considering the pandemic situation these sessions may be altered based on the situation prevailing at that point in time.

WHY IBM BUSINESS ANALYTICS

WeSchool has collaborated with IBM Innovation Centre for Education to prepare next generation of professionals with industry aligned courseware and a state-of-the-art delivery mechanism. The collaboration brings best of the academic and industry advantage to the participants. IBM being the world leader in Technology gives an edge to the participants in learning industry relevant skills. IBM SMEs will deliver 150 hours of modules as part of the collaboration. The collaboration also enhances interactions with specialists from industry and gives access to e-learning platform, Knowbots. Apart from a co-branded certificate, students will also be entitled for globally recognised Digital Badge from IBM.

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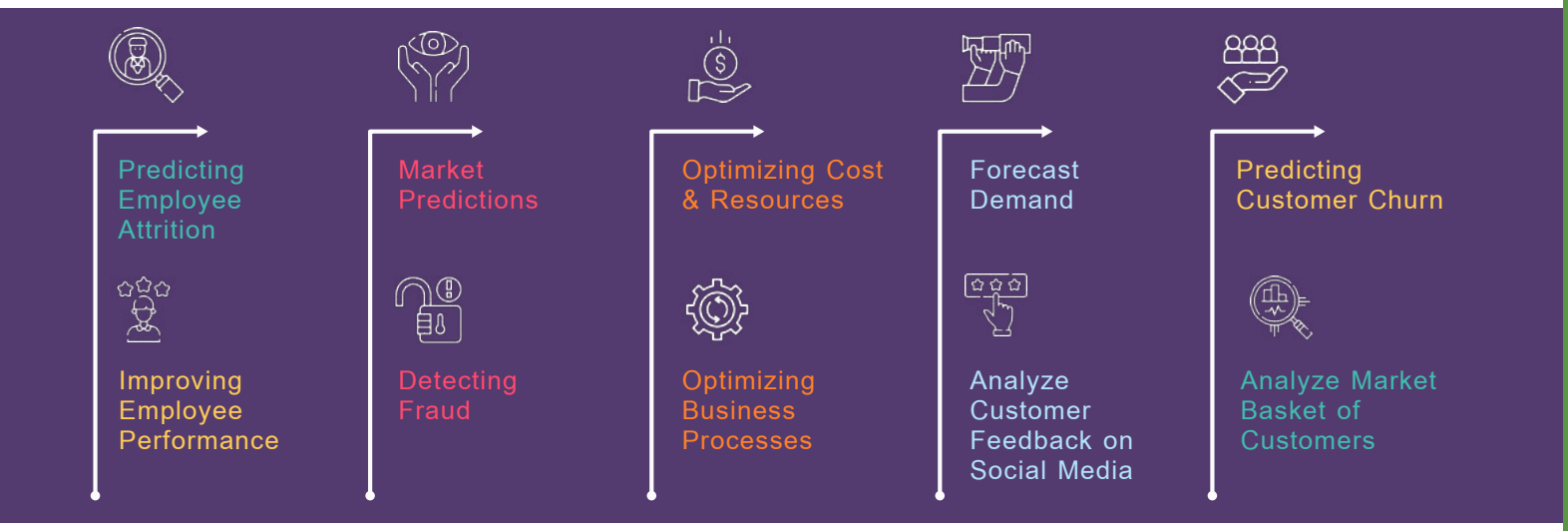
PROGRAM BENEFITS

'Leveraging Analytics in Business' Program is designed to provide a skill development journey from learning the fundamentals of Data Analytics through building strategies using Artificial Intelligence & Machine Learning. A student starts his journey from Data Visualization & gradually moves towards Optimization through Descriptive Analytics and Predictive Analytics. The program encompasses from fundamentals of Statistics & Probability to application of various algorithms in solving business problems; it trains the students to build stories on data through data visualization using MS Excel, Tableau, Power BI & R; it exposes the students to various data mining techniques using Cross Industry Standard Practices for Data Mining (CRISP-DM) framework; it also teaches supervised & unsupervised machine learning algorithms in R, Python, SPSS & SPSS Modeler environment. The program helps the students to understand how to find solutions to serious business problems; for example:



PROGRAM USP

	WESCHOOL	IIM BANGALORE	ISB HYDERABAD	GREAT LEARNING
Alumni Status	✓	✓	✓	✓
Program Duration	10 Months	8 Months	15 Months	12 Months
Collaboration with IBM	✓	✗	✗	✗
Certification with IBM	IBM - 150 Hours Delivery + 4 IBM Digital Badges	✗	✗	✗
Campus Immersions	✓	✓	✓	✓
Online Live Lectures	✓	✓ *Subject to approval	✓	✓
Fees (Excluding GST)	INR 3,45,000	INR 7,40,250	INR 9,65,000	INR 3,95,000
Career Support Services	✓	✗	✗	✓

PROGRAM STRUCTURE

The entire program consists of three modules (Trimesters), namely, ALPHA, BETA & GAMMA. The foundations and conceptualizations are laid in Alpha phase; the students learn to build Analytical models while pursuing Beta; and the Gamma module teaches them how to apply Analytics tools & concepts across business functions in various industry verticals.

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PROGRAM STRUCTURE

SELF LEARNING	LIVE ONLINE INTERACTIVE SESSIONS	CAMPUS IMMERSION SESSIONS	CAPSTONE PROJECT & MENTORING	TOTAL PROGRAM DURATION
204 hours	204 hours	42 hours	30 hours	480 hours

MODULE	COURSES	HOURS	DELIVERY
ALPHA	Self-paced Learning	68	Self-Learning
	Introduction to Business Analytics	20	IBM
	Business Statistics	15	WeSchool
	Descriptive Analytics	30	IBM
	Computational Methods: R & Python	15	WeSchool
BETA	Self-paced Learning	68	Self-Learning
	Big Data Analytics	30	IBM
	Predictive Analytics	25	WeSchool
	Social & Web Anaytics	30	IBM
	Workshop on Business Analytics across Business Functions	3	IBM
GAMMA	Self-paced Learning	68	Self-Learning
	Machine Learning	40	IBM
	Marketing Analytics	15	WeSchool
	Supply Chain Analytics	20	WeSchool
	Workshop on Business Analytics across Business Verticals	3	IBM
	Capstone Project & Mentoring	30	

LEARNING OUTCOMES

- Conceptualize the fundamental building blocks of Analytics concepts
- Demonstrate critical thinking in data-driven decision-making process
- Intellectualize the knowledge to draw insight from data visualization
- Develop predictive & prescriptive models for various business decisions
- Apply Analytics tools & techniques across various business functions
- Manage & analyse big data using Artificial Intelligence

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PROGRAM BENEFITS

Dual Certificate from WeSchool & IBM

Certification by IBM: IBM ICE Digital Badge

The IBM ICE Digital Badges are a new online standard to recognize and verify skills acquired throughout the learning process. Each badge contains verified metadata describing your qualifications and the rigorous process necessary to earn them. A Digital Badge can be posted on Social and Professional Networking sites as well as in one's digital signature.The badge earner has good Critical Thinking, Visual modelling and Analytical skills and therefore can apply Predictive, Social, Web & Mobile analytics to business situations to define business Solutions. The individual has a good knowledge of Data Warehouse, Multidimensional modelling, Big Data and Hadoop and also the usage of several Analytical Tools.

The IBM ICE Badge provides you certain benefits:

• Digital version of your credentials • Recognition of industry-aligned skills • Globally recognized standard • Free access to a badge wallet for easy management of your badges • Secure and verifiable means of storing and publishing your credentials • Good job opportunities

Overall Benefits:

- Earn Joint certificate from WeSchool & IBM, which would ensure the academic rigor of learning and would guarantee their orientation with real-life business problems
- WeSchool faculty support inside and outside the class to clear their doubts
- Be able to create and avail opportunities for career progression through industry projects
- Receive personalized feedback on their assignments and projects
- Have access to WeSchool library and state-of-the-art IT lab
- Be able to do networking with industry mentors and with their peers
- Guidance from industry mentors through IBM platform

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KNOWBOTS

Knowbots is a Learning Management System that is unlike any other eLearning platform by bringing Industry and Academia together and there is something for College – Faculty – Student. Key features include:

1. eLearning Content (Text, Animation, Video, SCORM and interactive content)
2. Discussion Forum
3. Linkage to Virtual Classes with Recording
4. Assignments & Quiz
5. Self-assessment and time-based assessment
6. Content Marketplace with 200 plus courses of IBM Global Certification program and repository for other content
7. AI based Recommendation Engine and Cognitive capability being built in
8. Projects & Case Studies
9. Centralized Management
10. Personalized Learning
11. Internship and industry connect linkages (connect with Industry expert for Projects, Internship opportunity students)
12. Linkage to Virtual Programming Labs – for students pursuing IT course, Knowbots comes with its Programming Labs on the cloud environment and support 15+ Programming Environments at present.

World Class Content

Enhanced Learning

World Class Training

Virtual Labs

Projects

Learning Pedagogy

Badges

Virtual Class

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WESCHOOL FACULTY

Prof. Dr. Madhumita Guha Majumdar

Professor, Business Analytics,
WeSchool

Prof. Dr. Madhumita has 23 years of experience and holds a Bachelor & Master degree from Jadavpur University, Kolkata. She has pursued her Ph.D. as a UGC Research Fellow from Bangalore. She conceptualizes Analytics in effective business transformation using various cutting-edge Analytics software. She has trained more than 800 industry professionals & faculty in various areas of Analytics & Research. Dr. Madhumita offers outstanding organizational & cross-functional leadership and has a strong record of creating business models for the organization. The ultimate goal of her research is to bridge the gap between industry and academia through adapting & developing various analytical algorithms in social science research. Her current research is based on diversified areas including financial management, supply chain management, consumer analytics, employee retention & knowledge management. She is a recipient of the 'Best Paper Award' in Global Business & Finance Research Conference in 2016 and received an invitation to present a paper at Harvard University in 2017. She serves the editorial board of a few referred journals and has published her research papers in International & National journals. Dr. Madhumita serves IIM Ranchi as a visiting professor and Computer Society of India, Bangalore Chapter & 21st Century Academic Forum as a professional member.

Prof. Dr. Jai Raj Nair

Professor, IT/ Systems

Prof. Dr. Jai Raj Nair, Professor - IT/ Systems, holds a Bachelor's degree in Architecture from Bengal Engineering College (University of Calcutta), PGDBM from IIM, Calcutta and PhD from Symbiosis International University, Pune. He worked for 8.5 years in the business domain of Engineering & Software Consultancy in reputed organizations like Development Consultants Ltd. (Delhi & Calcutta) and Kirloskar Computer Services Ltd. (Bangalore), prior to joining the academic world. Prof. Dr. Nair has been a part of three reputed B-Schools, namely Siddaganga Institute of Technology (Tumkur), M.P. Birla Institute of Management (Bangalore) and Symbiosis Institute of Business Management (Bangalore), before joining Welingkar. His expertise spans all areas of Marketing and Systems. Dr. Nair also played a pivotal role in institution-building activities at the previous institutes.
Prof. Dr. Nair is a voracious reader and an avid writer and has presented papers at several National and Regional Conferences. Two of his papers were selected for International Conferences conducted in Thailand and Italy. He has also published research papers, articles et al, in management journals of repute. Furthermore, Dr. Nair has also written a chapter in a textbook on Retail Management. His research interests include e-retailing, supply chain management and retro-logistics, business process reengineering, technology-enabled retailing, to name a few.

Prof. Ragesh T.S

Assistance Professor,
Business Analytics,

Prof. Mr. Ragesh is a Business Analytics Certified Professional from Greatlakes and an FDP (M) alumnus of IIM Ahmedabad. His area of interest lies in Business statistics, Data analysis, and Machine learning. He is currently working on Sentiment analysis through Web scrapping technique from Twitter platform using R software. An 'R software' and 'Tableau' trainer, trained many professionals over the ' ears.
He has over eleven years of experience in corporate and academia. A short stint in corporate with Zuari Industries Ltd. Goa as Assistant Manager. Ragesh also undertakes consulting projects and has multiple publications under his name.

Prof. T.S. Sridhar

Assistance Professor, IT

Prof. T.S. Sridhar is an Assistant Professor at WeSchool, Bangalore and handles subjects including IT security, IT compliance, IT infrastructure, enterprise IT management, e-commerce, and managing IT projects. He has a MBA in Finance and Project Management with a Post Diploma in Systems Management and a PG Diploma in Programming from NIIT and a BA degree from Madras University.
He has 28 years of experience in the industry in the IT and Finance domain. Prof. T.S. Sridhar has worked with many popular companies such as Dechen Enterprises Pvt. Ltd, HCL Technologies, Coromandel Infotech India Ltd, Polaris Software Lab Limited, Oracle Financial Software Solutions, Sigma Projects, Fast Inc., USA, and IT – WING, Canara Bank.

IBM Subject Matter Experts (SMEs)

The faculty for this Business Analytics Program are pioneers and stalwarts in the industry, with profound knowledge and experience in their field of expertise. The faculty is carefully handpicked and curated to offer a vast range of varied experiences to the participants, so they can gain a host of insights into myriad perspectives and gain an understanding of the fundamentals. Our unique blend of faculty members have worked with a host of national and International organizations and are profound members of many associations and shape the lives of many people as advisors, coaches, mentors, committee members, and much more.

ELIGIBILITY

- Working professionals who are keen to sharpen their career, either by taking a lateral shift or by climbing the ladder in their own domain.
- Professionals with a minimum of 2 years of experience who would like to gain indepth knowledge and build a career in Analytics.
- The program is open for Indian nationals only.
- The selection process includes a thorough screening of the application followed by a personal interview with the candidate.

A Bachelor's Degree or its equivalent in any discipline	Minimum 50% passing marks	Minimum 2 years of managerial experience

PLACEMENTS

INDUSTRY CONNECTS

-Well connected with MNCs & startups

-Strong ties in the corporate/ industry

-Regular Campus visits by HR Heads & Hiring Managers

INDUSTRY PROJECTS

Our Career Management Cell, along with IBM, work with industry sponsors to provide challenging industry projects for participants

CAREER COUNSELLING

-Career assistance for building resumes & preparation for interviews

-Focus on providing placement opportunities to our participants through Elevatescape

CAREER MANAGEMENT

-Assistance in career transition

-Provision of services & resources to access career opportunities like Elevatescape

MOCK INTERVIEW

-Mock interview which emulates a job interview used for training purposes.

The conversational exercise resembles a real interview

FEES

Program Fee: INR 3,45,000 + GST

Early Bird Offer: INR 2,53,000 + GST

PAYMENT SCHEDULE:

Registration Fee:	INR 10,000 + GST
7 Days before commencement:	INR 1,00,000 + GST
Before end of Alpha Module:	INR 71,500 + GST
Before end of Beta Module:	INR 71,500 + GST

MODE OF PAYMENT:

- Cheque/ DD: The payment can be made via a Cheque or DD in the favour of "PRIN. L.N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT & RESEARCH"
- Credit/ Debit card: The payment can be made via a Credit/ Debit card

FINANCIAL ARRANGEMENT:

- "Eduvanz" is a new age Digital Finance Company that provides Education Loans for Students & Skill Seekers. (Website: https://eduvanz.com/about)
- "PropelId" is a Fintech company providing flexible financing for education (https://propelld.com)

OUR REACH

44.7k Followers | 2.6k Followers | 74k Likes | 66k Followers

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Infosys

Mercedes-Benz

BOSCH
Invented for life

SIEMENS
Ingenuity for life

Adecco

Biocon

SPAR

accenture

ITC INFOTECH
Business-friendly Solutions

FIAT

Mahindra

TITAN
COMPANY

Synthite
Inspired by nature

radha regent
BENGALURU

capricot

NUS
National University of Singapore

Manjushree
ADVANCED PACKAGING SOLUTIONS

Ministry of Defence
Government of India

Continental

WADHWANI
FOUNDATION

DELL

KARNATAKA STATE POLICE

hp

sivantos
the hearing company

Mahindra

OUR TOP CUSTOMIZED PROGRAMS

JUNIOR MANAGEMENT LEADERSHIP PROGRAM
The program provides holistic management education to generic graduates and building a strong mid-level leadership pipeline in the organization.

EXECUTIVE EDUCATION MANAGEMENT PROGRAM
The program is designed to deliver management concepts such as business environment, functional knowledge, strategic perspective, and individual competency development.

CERTIFICATE PROGRAM IN SPECIALIZED SUBJECTS
The program provides educational intervention to employees working on financial transactions to develop a comprehensive approach to Financial Learning.

FUNDAMENTAL COURSE IN MANAGEMENT & ADVANCED COURSE IN MANAGEMENT
The program offers disciplines of Business Management and focuses on enhancing the sales potential of field executive

GLOBAL LEADERSHIP PROGRAM
The program focuses on providing an overview on India's Business landscape, culture and opportunities.

POST GRADUATE PROGRAM IN MANAGEMENT STUDIES
This is a comprehensive Business Management Program offering specializations across Finance, Marketing, HR and Operations

CUSTOMISED POST GRADUATE PROGRAM IN MANAGEMENT STUDIES
The program aims to teach aspects of manufacturing/ operations for junior and mid-level managers/ engineers to meet specific needs of the automobile sector.

CUSTOMISED POST GRADUATE PROGRAM IN MANAGEMENT STUDIES
The program aims to teach aspects of manufacturing/ operations for junior and mid-level managers/ engineers to meet specific needs of the automobile sector.

CUSTOMISED LEADERSHIP DEVELOPMENT PROGRAM
The program provides educational intervention to mid and senior level executives in areas of differential diagnosis, innovation and creativity, strategic leadership, customer centricity and CRM.

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Welingkar Education

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enquiry@welingkarmail.org

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