



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



ADVANCED MANAGEMENT PROGRAMME IN BUSINESS ANALYTICS

STARTS DECEMBER 31, 2021 | 1 YEAR | LIVE ONLINE SESSIONS
EXECUTIVE ALUMNI STATUS | 5-DAY CAMPUS IMMERSION

Overview

In today's dynamic and competitive business environment, there is a need to drive accountability and deliver measurable business impact. Data empowers professionals to create value, leverage digital insights and embrace data-driven business intelligence to make informed decisions while augmenting business growth. A data-first culture is more important now than ever before to remain competitive.

According to Gartner's Top 10 Data and Analytics Trends for 2021, businesses are beginning to understand the importance of using data and analytics to accelerate business transformation initiatives. Instead of being the secondary focus, analytics is being integrated into core functions, which leads to better decision-making.

This techno-business focused programme, **IIM Kozhikode's Advanced Management Programme in Business Analytics**, in collaboration with Eruditus Executive Education, is carefully designed to equip professionals with a hands-on understanding of how analytics is the new oil and the necessity of the hour to drive both growth and revenue. It takes an integrated approach to business, data, and leadership so managers can leverage data to cultivate, transform and nurture informed decision-making.

Starts On

December 31, 2021

Duration

1 Year

Format

Live Online Sessions

Programme Fee

INR 2,94,000 + GST

**83% of business leaders
have pursued
big data projects
in order to seize
a competitive edge**

(IMPACT MY BIZ, 2020)

**\$45.4 Billion, the size
of India's analytical
domain in FY 2021 - an
increase of 26.5 Billion
from FY 2020.**

(Analytics India, 2020)

Who is this programme for?

This programme is designed for,

- Mid-level professionals looking to advance their business analytics skills to build and manage data-driven teams efficiently.
- Senior Professionals looking to develop a data-driven approach to decision-making, and use strategic business analytics for growth.
- Professionals looking to upskill and get a practical understanding of new-age technologies and leverage them to gain a competitive advantage.

**Data reveals impact, and with data,
you can bring more science to your decisions.**

- Stuart McDonald, CMO, Freshbooks



Programme Highlights



1-Year immersive programme



IIM Kozhikode Executive Alumni Status



5-day Campus Immersion



A stimulating mix of lectures, hands-on exercises using data, and HBR case studies



Interact with eminent IIM Kozhikode and Eruditus global faculty



Certificate of Completion from IIM Kozhikode, one of India's Leading B-Schools

Tools/ Softwares Covered:



Note: All product and company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

Programme Directors



Prof. Soumya Roy

*Associate Professor,
Quantitative Methods & Operations Management*

Prof. Soumya Roy is currently an Associate Professor at Indian Institute of Management Kozhikode, India. He holds a PhD in Applied Statistics from Indian Institute of Science, Bangalore. He has an M. Tech in Quality, Reliability and Operations Research (QR & OR) from Indian Statistical Institute, Kolkata. His primary research interests are in the domains of Applied Statistics, Data Analytics, and Bayesian Inference. He has published in many reputed International journals such as Applied Mathematical Modelling, Computational Statistics, Journal of Applied Statistics, International Journal of Production Research. Furthermore, he teaches courses such as Data Analysis, Data Analytics using R and Predictive Analytics among others.



Prof. Anirban Ghatak

*Assistant Professor,
Economics*

Prof Anirban holds a PhD in Evolutionary Game Theory from the Department of Industrial Engineering & Operations Research at IIT Bombay. He worked at the Interdisciplinary Statistical Research Unit of Indian Statistical Institute Kolkata as a Visiting Scientist. He has worked as an Assistant Professor at IIM Visakhapatnam. He was also a Visiting Professor at IIM Indore, IIM Amritsar, and MICA. He consults in the area of data driven decision making for companies working in Food & Beverages, AI in healthcare etc. Anirban's teaching interests are Statistics, Econometrics, Game Theory, Behavioural Game Theory, Evolutionary Game Theory etc. His research interest lies in application of game theoretic modelling in human behavioural domain. He is proficient in statistical modelling of business scenarios using R, SPSS and Python.

Note: Programme Directors might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.

Programme Modules

MODULE 1: MANAGEMENT ESSENTIALS

- Marketing Strategy
- Strategic Financial Management
- Operations
- Human Resources Management

MODULE 2: DATA TO INFORMATION

- Intro to R: Collection, Cleaning and Sources
- Data Transformation and Visualisation
- Basic Statistics & Probability

MODULE 3: ANALYTICS FOR BUSINESS STRATEGY

- Introduction to Analytics
- Linear Regression
- Logistic Regression
- Time-Series Analysis
- Prescriptive Analytics: Operations Research
- Prescriptive Analytics: Game Theory

MODULE 4: TECHNOLOGY AND INNOVATION

- Supervised Machine Learning; Decision Tree, Bagging/Boosting/RF, SVM, NN
- Unsupervised Machine Learning: PCA, Cluster
- Overview of Artificial Intelligence and Big Data

MODULE 5: BUSINESS TRANSFORMATION AND LEADERSHIP

- Building Data Driven Teams
- Driving Digital Transformation through Analytics

This programme will give you hands on learning using real-world applications and case studies on analytics. You will also gain an in-depth understanding of the latest techniques in the field.

Note: Modules/topics are indicative only, and the suggested time and sequence may be dropped/modified/adapted to fit the total programme hours.

Real-world Case Studies

- **Vanderbilt University Medical Center: Elective Surgery Schedule** (Lauren E. Cipriano, Vikram Tiwari, Warren S. Sandberg, Gregory S. ZaricAvery.)

This case explores how the newly appointed director of Surgical Business Analytics who has been charged with the task of improving predictions of surgical case volume at Vanderbilt University Medical Center in Nashville, Tennessee, can develop a method to address staffing challenges for all support and ancillary services, including nurses, orderlies, anesthesiologists, the recovery room, pathology, radiology and the sterile cart centre. How can he engage and approach stakeholders who may often consider 'analytics', 'data analysis' and 'computations' as a black hole?

- **HR Analytics at ScaleneWorks: Behavioral Modeling to Predict Renege** (Rahul Kumar, Dinesh Kumar Unnikrishnan)

In this case study, Sanjay Shelvankar, CEO of ScaleneWorks was considering the use of an analytical approach to predict renege. Given that 30% of the candidates did not join the company after offer acceptance, Sanjay wondered if Analytics could possibly help in identifying the key drivers that influence a candidate in this regard, as it would largely help clients save both cost and time. However, any error in this prediction could turn out to be a costly affair, as the client could 'wrongly' reject a potential candidate even without interviewing him/her.

- **Demand Forecasting for Perishable Short Shelf Life Home Made Food at iD Fresh Food** (Raman Narasimhan, Amardeep Sibia, Shirsha Ray Chaudhuri, S.R. Vigneshwaran, Dinesh Kumar Unnikrishnan)

In 2017, iD Fresh was a 1000+ member team with seven factory locations and eight offices, manufacturing more than 50,000 kg of Idli-Dosa batter per day, equivalent to a million idlis. In all, the company produced and sold nearly 15 ready-to-eat packaged food products. Since all the products sold by iD Fresh Foods had short shelf life, forecasting demand accurately would provide iD Foods a greater degree of predictability in its operations, and consequently help in production planning and operations for the future.

Note: The programme curriculum includes more such case studies for integrated learning.



Learning Outcomes



360-degree understanding

Gain practical exposure with Integrated Analytics to bridge the gap between purpose and impact.



Decision-making

Apply analytical frameworks and strategies to identify growth and predict future trends.



Build Data Culture

Build data-driven teams and improve your leadership capabilities.



Digital Transformation

Lead business transformation by leveraging emerging technologies through real-world case studies and exercises.

Certificate

Participants who successfully complete all evaluation components with minimum pass marks and meet the requisite 75% minimum attendance criteria will be awarded a Certificate of Completion from IIM Kozhikode. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a Participation Certificate.



Note: All certificate images are for illustrative purpose only and may be subject to change at the discretion of IIM Kozhikode.

Eligibility

Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university in any discipline with minimum 8 years of work experience as on December 31, 2021.

A Post-Graduate holder from a recognised university in any discipline with a minimum of 6 years of work experience as on December 31, 2021.

Evaluation

There will be periodic evaluations built-in throughout the programme at regular intervals. These may be in the form of a quiz, assignment, project, case studies or other objective/ subjective assessments. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. The participants will have to secure the minimum pass marks in the respective evaluation components.

IIM Kozhikode Executive Alumni Status

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode Executive Alumni Status. These participants will subsequently receive the alumni registration details from IIM Kozhikode.

Note: The Executive Alumni benefits are subject to the discretion of IIM Kozhikode.

Programme Fee & Schedule

Programme Fee INR 2,94,000 + GST

Academic Orientation Jan 09, 2022

Instalment Schedule

Particulars	Remarks	Amount
Booking Amount	Within 7 days post selection	INR 44,000 + GST
Instalment I	Jan 04, 2022	INR 73,600 + GST
Instalment II	Apr 05, 2022	INR 73,500 + GST
Instalment III	Jul 05, 2022	NR 58,000 + GST
Instalment IV	Oct 05, 2022	INR 44,900 + GST

Round-wise Application Dates

Particulars	Application Fee	Dates
Round 1	INR 1,500 + GST	Oct 18, 2021
Round 2	INR 2,000 + GST	Nov 20, 2021

Programme Schedule

Live Online Sessions

- 3 Hours/ week
- Sunday, 3:30 PM to 6:30 PM

Attendance

- Minimum 75%

Note

- Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.

Programme Application Link

- [Click here](#) to apply to the programme.
- Finance options available. [Click here](#) to learn more.
- For more information, please email at iimk@eruditus.com

Note: The actual programme schedule will be announced closer to the programme start.

Application Requirements

Applying to the programme? We suggest you keep the following 3 documents ready.

1. Your Photo ID Proof:

- You can submit a scanned copy of **ANY ONE** of: Aadhaar Card, e-Aadhaar, PAN Card or the first two pages of your Passport. In case you submit an e-Aadhaar card, please rename the file to its password so we can open the file.

2. Your Graduation/Degree:

- You can submit a scanned copy of **ANY ONE** of: Degree certificate, provisional Degree certificate, marks transcript or score transcript.

3. Your Work Experience Certificate:

- You can submit scanned copy(ies) of document(s) which demonstrate that you have the minimum work experience required by the programme.
- You can confirm the minimum work experience requirement of a programme under the heading '**Eligibility**' in the brochure or the programme website
- Examples of documents you can submit are joining letter, relieving letter, Bonafide work experience letter from your HR, salary slips etc.
 - These documents must be issued by your company.
 - Please ensure that the document(s) you submit contain a **date of joining** and a **date of leaving** or a **statement** about the **number of years** you have worked at the company.



System Requirements

This programme includes live online classes. To attend a live online class you will need to have a PC/Laptop/Mac with

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in
- Processor: with Dual Core 2Ghz or higher (i3/i5/i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+
- Zoom software client installed on your PC/Laptop/Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PC/Laptop/Mac.



About IIM Kozhikode

With its roots dating back to 1997, the Indian Institute of Management Kozhikode (IIMK), started with a batch size of 42 students but has grown tremendously over the years to a current batch strength of 485 students, making it the fastest-growing management school in the country. Ranked 4th in NIRF 2021, IIM Kozhikode has achieved its own unique identity, a mix of two cultures, academic and business and is fast emerging as an internationally reckoned fully-integrated management institute of higher learning. One of the most picturesque campuses in the country, the world-class infrastructure includes air conditioned class rooms, guest facilitation zones and wifi connectivity which enables every IIM Kozhikode resident to be exposed to a wholesome experience. Managed by dedicated personnel, it is one of the most efficient institutions in the country. IIM Kozhikode pioneered the Interactive Learning (IL) programme for working executives in India. This programme started with 300 class contact hours in 2001-02, the two-year-long Executive Management Education Programme is today the most rigorous programme in the country having around 738 class contact hours.

Every year IIM Kozhikode offers a rich portfolio of Management Development Programmes crafted for the agile minds on the lookout for thought-provoking questions and enriching learning experiences. Recently, IIM Kozhikode has launched a one year Post Graduate Programme in Business Leadership (PGP-BL) in the year 2019 and has also launched a two years Post Graduate Program in Liberal Studies & Management (PGP-LSM) as well as the Post Graduate Program in Finance (PGP-Finance). Over the years, there has been a significant increase in the number of training programmes and participants. The speed and momentum of changes in the Indian business environment are unabated, and IIM Kozhikode's endeavour is to adapt to these changes through constant innovation.

About Eruditus

Eruditus Executive Education offers customised and open programmes in India, Singapore, Dubai and other global locations in collaboration with MIT Sloan, Columbia Business School, INSEAD, Harvard Business School (HBS), Kellogg Executive Education, Berkeley Executive Education, Wharton Executive Education, IIM Lucknow Executive Education, IIM Calcutta Executive Education and Emeritus. Our world-class executive education programmes, supported by eminent programme experts, provide an immersive learning experience integrated with actionable insights and practical business applications. The meticulously curated programmes are delivered in a different range of formats; in-class, online, as well as blended programmes. Our extensive portfolio also includes short 2-4 day in-class workshops, online courses of 2-3 months duration as well as comprehensive learning journeys that run over 6-9 months, customised to an organisation's requirement.

Apply for the programme here

APPLY NOW

For registration and any other information, please get in touch with us at iimk@eruditus.com

 [WhatsApp an Advisor On +91 7208889990*](https://wa.me/917208889990)

* This number does not accept any calls. Please message your queries.



In collaboration with

ERUDITUS
EXECUTIVE EDUCATION

