RANKING 2015

TOP 10 ANALYTICS COURSES IN INDIA

PRESENTED BY Analytics India Magazine
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A good data scientist should have a mix of knowledge in statistics and coding with an add-on of visualization and storytelling. There are several tools available in the market that caters to the field of analytics. To build up the right skillset it is imperative that a professional gets the right resources. It’s been our constant endeavor to bring to you the best in the field of analytics. Our Annual ranking is a step in this direction.

Through our Annual ranking we bring to you the top analytics education institutions in the country by meticulously going through the institutes and their offerings. It is a complex process based on research to get the correct information about the required parameters and then the ability to use the information to present you the right outcome.

Please note that this is a courses ranking by B-Schools in the country. We publish a separate Analytics training institutes ranking which is completely separate from this ranking. We acknowledge that slotting the training institutes with the B-School providing analytics courses in the same list is not right comparison. Thus these are 2 separate and unique rankings.

The institutes are ranked on the following parameters:
- Course content
- Pedagogy
- External collaborations
- Faculty
- Course Delivery/Virtual Labs
- Placement Assistance,
- Events etc.

This year we got more than 15 B-Schools taking part in this ranking. We take into account students as well experts feedback to carve out this cherry-picked ranking of just 10 courses.

Bhasker Gupta
Founder, Analytics India Magazine
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The Great Lakes Business Analytics program has been created in collaboration with corporate partners and senior professionals in analytics industry. The program has delivered around 1,75,000+ learning hours and the schedule and delivery is designed keeping in mind the time constraints and learning requirements of working professionals.

The Great Lakes Post Graduate Program in Business Analytics equips candidates with the skill sets required for managerial, techno-functional roles in analytics. Its curriculum has been uniquely designed to meet these features and provides exposure to relevant tools like SAS, R & Tableau.

The PGPBA program provides the right exposure to real world applications, ensuring that the professionals are equipped to apply their learning in the industry. The industry oriented pedagogy, hands-on exposure and highly acclaimed faculty help the candidates gain analytics competencies thereby preparing them for business and techno-functional roles in analytics.

LOCATION
The PGPBA program is currently being offered across three locations in the country: Gurgaon, Chennai, Bangalore.

CLASSROOM LEARNING
The program consists 230 hours of classroom sessions + 110 hours of online sessions delivered by Great Lakes faculties and industry professionals from the field of analytics. This ensures that the program imbibes Great Lakes academic elegance and industry’s business relevance, thereby providing the candidates with a remarkable learning experience.
ONLINE – LEARNING MANAGEMENT SYSTEM
All candidates have access to the online LMS that hosts content (classroom recording, discussions forums, assignments, reading material) and live webinar to enable the candidates continue their learning during off campus. The LMS provided and innovative learning environment that encourages collaborative approach between the candidates thus paving the way for maximizing learning effectiveness.

EXPERIENTIAL LEARNING
This program is designed to transform candidates to business ready analytics professionals through hands on experiential learning on relevant tools. This is achieved through an experiential learning format wherein participants practice exercises and assignments on software package such as SAS, R and Tableau.

CAPSTONE PROJECT
All candidates would be pursuing an industry project in the field of Business Analytics. The project is mentored and jointly evaluated by faculty from Great Lakes and Industry leaders. The project is presented to the faculty board as part of the requirement for successful completion of the program.

BATCH PROFILE
Designed for working professionals, the PGPBA program received wonderful response from candidates. The batch has an average experience of over 9 years per candidate. With a highest experience of over 25 years and least experience of 2 years, the batch is a perfect picture of diversity across CXOs and industry leaders, mid-career executives and young professionals. Provided below is a snapshot of the diversity in the batch in terms of work experience:
The class is composed of professionals across various roles and industries. The class consists of candidates in leadership positions such as CEO, Vice Presidents, Business Unit Heads and Associate Directors. In addition to these leadership roles, the class is composed of candidates across Project Management, Quality assurance, Team Leads, Business Advisor, Manager, Engineering and Business Analyst roles.

CAREER SUPPORT ACTIVITIES
Great lakes PGPBA program is designed for executive who want to skill themselves for business roles in analytics. We do not offer any placement process but there are career support activities that are provided within the program.
The focus of these career support activities is to help candidates prepare better and provide candidates with access to opportunity. Career support activities are broken into two parts:

1) Preparation: There are various workshops that are organized in terms of resume preparation and interview preparation that helps candidates strengthen their candidatures. Also, the guest lectures by industry professionals help candidates orient themselves and understand better in term of what is required by the industry.

2) Access to opportunities: PGPBA being a widely recognized program by the industry, there are several instances wherein companies approach us with opportunities and these JDs are shared with the batch and alumni. The candidates who are interested are free to apply and the recruiting companies take the process further. In past, we have had opportunities from Genpact, Valuelabs, Accenture, Mu Sigma, Capgemini, Amazon, Cipla and many others that were shared with the PGPBA candidates and alumni.

There are several examples of candidates and alumni who have made most of these opportunities and transitioned their career. Some of these examples includes Genpact, Fractal Analytics, American express, Valuelabs, TVS, L&T Analytic, Smartcube and others.
CERTIFICATE PROGRAMME ON BUSINESS ANALYTICS AND INTELLIGENCE

IIM BANGALORE

The course is designed to provide in-depth knowledge of handling data and Business Analytics’ tools that can be used for problem solving and decision making using real case studies. The 1 year long duration program consists of eight modules and a project. The duration of each module is usually 5-6 days except for module 2 (2 days) and module 7 (2 days). Students are expected to do a group project as part of this course based on a real-life problem/data. The project pre-work should start around October and should roll out by January. It will be supervised by an IIMB faculty member and must be wrapped by May with a project report submission. The Institute encourages students to publish cases studies based on their course project.

At the end of the course, the participants will be able to:

• Understand the emergence of business analytics as a competitive strategy.
• Understand the foundations of data science; the role of descriptive, predictive and prescriptive analytics in firms.
• Analyze data using statistical and data mining techniques and understand relationships between the underlying business processes of an organization.
• Learn data visualization and storytelling through data.
• Learn decision-making tools / Operations Research techniques.
• Use advanced analytical tools to analyse complex problems under uncertainty.
• Manage business processes using analytical and management tools.
• Use analytics in customer requirement analysis, general management, marketing, finance, operations and supply chain management.
• Learn analytics through case studies published by IIMB at the Harvard Business Publishing
• Understand sources of Big Data and the technologies and algorithms for analyzing big data for inferences. Ability to analyze unstructured data such as social media data and machine generated data.

PEDAGOGY

i. Case-based teaching will be used for all the modules using case studies from IIMB, Harvard Business School (HBS), Darden, Ivey, and Kellogg. Significant proportions of the cases used in the course are published by IIMB faculty at the Harvard Business Publishing. A few of them are actually published by the students from the previous batches based on their project work.

ii. Each Module ends with a real life project that requires students to work in teams to solve a case using relevant data and learnings from the Module. The findings are presented by the chosen teams to the Professor and the entire class giving scope for brainstorming and healthy discussions that leads the way to the right approach to solve a given problem.

iii. In addition to this lots of exercises are shared during the sessions prompting students to try the problem hands-on which is discussed on the following day first thing in the morning. This motivates students to re-read the learnings of the previous day and go through the given problem set to test their understanding and clarify doubts if any.
EXECUTIVE PROGRAM IN BUSINESS ANALYTICS (EPBA)
MISB BOCCONI

One of Europe’s top b-schools, SDA Bocconi, and Jigsaw Academy, launched a 10-month Executive Program in Business Analytics (EPBA) for professionals earlier this year. This was a unique combination of management principles backed by analytics training.

SDA Bocconi is currently ranked at #7 in the world for its MBA program, and Jigsaw Academy is ranked #1 in India for its analytics training courses. The program will be conducted at Bocconi University’s campus in Mumbai. Upon completion, the participants will receive certification in business analytics from the SDA Bocconi School of Management.

The course provides a deep understanding on all relevant disciplines of business analytics, including statistics, machine learning, time series, R, SAS, Big Data (Pig, Hive, Sqoop, Flume, HBASE, SPARK and Oozie), visualization, text mining, web analytics and digital marketing. In addition, it also focuses on its application across sectors and functions including Telecom, Banks, Retail, Healthcare and Insurance as well as areas such as Finance, Marketing, and Operations.

The programme involves more than 280 hours of training, including 120 hours of in-person training held over six three-day modules at the MISB Bocconi campus in Mumbai. In the interim, Jigsaw Academy also conducts 24 live online classes for a total of 60 hours, which participants can attend from any convenient location. In addition to the live online and in-person classes, participants will also have access to over 100 hours of pre-recorded video lectures on data science and big data analytics for 12 months.

The faculty is a mix of professors from SDA Bocconi, IIM professors, industry experts and Jigsaw faculty. In addition, their current batch has already interacted with experts including the head of analytics in Tata Motors (global auto company) lead consultant in Mobelium (telecom analytics company), senior director at Axtria (a data analytics company), head of sales in Tableau (data visualization company) and senior management at Tech Mahindra and TCS. Students spend around 30-40% of their contact class hours with industry leaders including guest lectures and training by industry experts.

The emphasis of the course is networking and real life case studies and project work. Students also work on live projects involving real data and business problems. This live project is expected to provide hands on industry experience by working out data driven solutions to business problems. The project duration is for 2-3 months.
POST GRADUATE PROGRAM IN BUSINESS ANALYTICS

PRAXIS BUSINESS SCHOOL

The Praxis program is targeted at candidates who are serious about carving a career in analytics for themselves - and are willing to commit a full year to learning. These are candidates who wish to see themselves grow as successful Data Scientists. Praxis has a fairly rigorous selection process and admits only those who demonstrate strong analytical skills and an interest in numbers and problem solving.

The Course aims at equipping students with the tools, techniques and skills to enable a seamless absorption into the domain of Analytics and grow into the roles of Data Scientists. Praxis thus focuses on offering its students a comprehensive analytics experience, a deep-dive that ensures extensive coverage, rigor and hands-on lab-work.

PEDAGOGY

Business Analytics lies at the intersection of three key disciplines, namely Statistics, Programming and the targeted Business Domain and the 9 month program at Praxis is designed to address all three in significant depth.

The backbone of analytics is the theory of statistics in general and data mining in particular and these two key areas as two different subjects across two consecutive semesters to ensure that students have the time to imbibe and absorb the nuances of theory and have a strong foundation to build upon. Both these subjects have 'lab' sessions where the students use R to actually try out the theory on the basis of publicly available datasets.

In parallel, students are also taught SAS and Python as alternatives to R for the implementation of key concepts from statistics and data mining. Enhancing the technology competence are courses in RDBMS, SQL, Hadoop, NOSQL and Visualisation. Hadoop is taught is using the Hortonworks Data Platform and by using the Elastic Map Reduce platform available on Amazon Web Services. All these technology courses are mostly lab oriented with minimal theory where students are expected to actually write and execute programs on the designated platform.

Students are also exposed to a set of near real world projects obtained from a variety of sources. Faculty use data available from Kaggle competitions to create assignments for students and their solutions are benchmarked against global leaderboards. Guest faculty from Praxis knowledge partners, namely ICICI Bank and PwC, bring sanitised data that students work on to get a feel of and the confidence to work with real world projects.

Finally case studies borrowed from the parallel Business Management program of Praxis are used to give students a basic grounding in the principles of horizontal domains like accounts and marketing and in vertical domains like retail, telecom and finance so that they can relate to the “business end” of business analytics.

INDUSTRY COLLABORATORS

There is a considerable participation of the industry in design and delivery of the Analytics program at Praxis Business School. The curriculum – which attempts to blend the basics of business with the requisite knowledge of data analytics – has emerged after considerable discussion with industry practitioners, including a formal presentation at the Analytics Forum meet in Bangalore.
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POST GRADUATE PROGRAM IN BUSINESS ANALYTICS & BIG DATA

AEGIS SCHOOL OF BUSINESS

Post Graduate Program In Business Analytics & Big Data brings together the current software content, real-world industry experiences, hands on exposure on various Big Data tools at Big Data Product Factory & IBM Business Analytics and Cloud Computing Lab for the participants.

The course curriculum is designed & developed by IBM’s designated subject matter experts & Industry experts for the participants & data science enthusiasts that is jointly delivered by IBM’s subject matter experts and & Industry experts.

The curriculum caters to the various skill requirements of organizations across the world including eCommerce, Telecom, Banking, Computer Services, Education, Healthcare, Insurance, Manufacturing, Retail, Automobile etc.

A wide range of core and elective courses provides the participants the freedom to design the program suiting to their and industry needs.

EXTERNAL COLLABORATIONS

In 2015 Aegis has joined hands with IBM to offer high end courses in the field of Business Analytics, Big Data, Cloud Computing and Mobility.

IBM and Aegis have collaborated to setup an IBM Business Analytics and IBM Cloud Computing Lab in MTNL’s world-class infrastructure in Powai, Mumbai, to help students and faculty members to enhance their skills in areas of Business Analytics, Big Data, Cloud Computing and Mobility.

MTNL, a leading Govt of Indian telecom service provider, is Aegis Infrastructure partner in Mumbai.

Aegis’ Post Graduate Program in Business Analytics and Big Data, PGP (BA & BB) is India’s first high end data science program designed and delivered by Aegis School of Business & Telecommunication in association with IBM to train the new generation of data-savvy professionals.

PROGRAM HIGHLIGHTS

Post Graduate Program in Business Analytics & Big Data, a holistic Data Science Program offered in association with IBM for 2015-16 Session.

Certification from IBM at the completion of the course.

Tools, S/W and Platforms: Hands on exposure on IBM DB2, IBM Cognos TM1, IBM Cognos Insight, IBM InfoSphere Big Insight, IBM Worklight, IBM BlueMix, R, Python, SAS, Hadoop, MapReduce, Spark, EC2, Elasticsearch, Tableau, AWS, Weka etc.

Internship and Placement: Aegis’ Career Management Centre organizes internship, project work, consulting assignments as well as the final placement with leading companies.
BRIDGE School of Management is a flagship business school launched via a joint venture between HT Media Ltd. & Apollo Global, Inc. (USA). Apollo Global (www.apolloglobal.us) is one of the world's leading higher education providing companies.

The certificate program has been specially created for India by academicians from Northwestern University and top industry experts using real-world problems and situations. The Northwestern and Bridge School initiative combines online content developed and taught by Northwestern faculty with weekly in-person sessions led by local specialist faculty at the Bridge School’s learning centers.

**PROGRAM OBJECTIVES**

1. Apply analytics tools to real-world business contexts for improved decision making
2. Assess the strengths and limitations of analytics and predictive modeling techniques for different business applications and varying data conditions
3. Acquire hands-on experience working with leading statistical tools and software packages (such as R) in predictive modeling and the visual analysis of results
4. Effectively communicate the actionable insights stemming from analytical work to multiple stakeholders
5. Strategically navigate technology tools and trends to solve big data and analytics problems
6. Manage data strategies and analytical projects.

**CERTIFICATION & DURATION**

1. The Certificate in Predictive Business Analytics is a 40 weeks program.
   a. Joint Certification from Northwestern and Bridge: A successful completion of the program will earn you a certification in Predictive Business Analytics from Northwestern University (SPS) & BRIDGE School of Management.
2. The Advanced Certificate in Analytics is an 8 week long program. After completing the Certificate in Predictive Business Analytics, students may continue their education and earn an advanced certificate
3. For fresh graduates, (0-11 months of work experience), the Certificate in Predictive Business Analytics includes specialization and internship is a 58 week long program.
CERTIFICATE PROGRAM IN BIG DATA AND ANALYTICS (BDAP)

SP JAIN SCHOOL OF GLOBAL MANAGEMENT

The course is being offered at S P Jain’s spanking new campus at Lower Parel, which boasts of State of the art facilities, in the heart of the city’s business center.

BDAP is designed to explore, analyze and unravel the complex, unstructured data-driven world. The program kicks off with 10 core courses that build a strong foundation for the second stage of the program, which incorporates more in-depth and application-based learning. Given the need for specialist knowledge, it provides a range of courses in topics like data mining, machine learning, visualization techniques, predictive modeling, and statistics.

The programme content builds on basic concepts, teaches tools and technologies that are currently prevalent in industry and progresses to cutting edge-topics like machine learning and Natural Language Processing.

On completion of the program students would have learned to apply quantitative modeling and data analysis techniques to solve real world business problems, successfully present results using data visualization techniques, demonstrate knowledge of statistical data analysis techniques utilized in business decision-making, apply principles of Data Science to the analysis of business problems, use data mining software to solve real-world problems and employ cutting edge tools and technologies to analyze Big Data.

The program is delivered by a faculty that is an equal mix of academicians and industry practitioners with a key proportion of overseas instructors thus lending the course a global perspective.

This program equips students to fill the need for sophisticated expertise in varied domains such as IT, Consulting, BFSI, Telecom and Media and in specializations like data mining, data modeling, data architecture, extraction, transformation, loading development and business intelligence development. The acquired techniques are increasingly essentially required for roles like Data Scientists, Analysts, Developers and Consultants.

The programme is being offered in two formats. The full time format will have a total classroom contact hours of 400 and will be delivered on Weekdays for duration of 6 months. The Part time format will also have a 400 contact hours but will be delivered only on weekends for duration of 12 months.
NMIMS, Bangalore offers industry leading specialization in Analytics for its PGDM programme. Students in the second year of the programme can opt for this specialization. It also offers Marketing, Finance, Operations and HR as other specializations. The second batch of this specialization is running now. The first batch was well received by industry and the students are absorbed in organizations like Citibank, Infosys, mu-sigma, GENPACT, iGate, Netapp, Fidelity etc.

Through this specialization, NMIMS trying to educate Analytics professionals who are well equipped with Management functions and Data Science. The coverage of the specialization is extensive as it got Tools, Techniques, Functional and Industry related courses.

**COURSE CONTENT**

The Analytics specialization stream consists of twelve (12) courses (and a workshop) spread across 3 trimesters in the 2nd year of the PGDM program. It is expected to cover the knowledge areas expected of an Analytics professional viz. tools, techniques and functions. Additionally, a course titled ‘Business Analytics for Decision Making’ is compulsory for all students in the institute.

**PEDAGOGY**

The programme is conducted live in the class room at the campus at Bangalore. The delivery consists of classroom lectures and interactions, case discussions, workshops and analysis of live industry problems. The institute got license to SAS software and hence, most of the data analysis and modelling is conducted on this platform.

**EXTERNAL COLLABORATIONS**

Institute has long standing partnership with SAS Institute, who also provided the Analytics software. As part of this partnership, 6-day ‘Predictive Analytics’ workshop is conducted every year.

The institute has setup an Analytics Board of Studies to review the programme. The board mostly consists of Analytic leaders from corporate houses and meets twice a year.

**Guest Lecturers** - Regularly host industry leaders for guest lectures and talks on a plethora of topics.

**Analytics Day** - A highlight of the Analytics programme is Analytics Day organized every year. Typically this is an all-day affair consisting of Key Note address, Students competitions, Panel discussion and case studies by corporates.

**Intuito – Students Club of Analytics**: This student’s organization actively organize all the programmes related to Analytics.

**Placement Assistance**: We have full fledged placement team for ensuring 100% placement of our students.
EXECUTIVE PROGRAM IN BUSINESS ANALYTICS AND BUSINESS INTELLIGENCE

IIM RANCHI

“Executive Program in business analytics and business intelligence (Saturday to next Sunday with one week leave)” is specially designed to provide inputs which will equip the participants with analytical tools and prepare them for corporate roles in analytics-based consulting. These inputs will provide a basis for the participants to channelize their analytical thinking in appropriate directions, besides, enhancing knowledge. The skills so acquired may be effectively utilized in their day-to-day work and thereby promoting the quality of business decisions.

OBJECTIVES OF THE PROGRAMME
1. To enable the participants to understand and use the tools and techniques for business analytics and business intelligence.
2. To enable the participants to make use of large volume of data for meaningful business decisions and strategy
3. To impart hands-on-experience with various softwares, like, (i) R, (ii) SAS (iii) Python (iv) SPSS

PEDAGOGY OF THE PROGRAMME
The participants will learn the concepts and implications of business analytics & business intelligence through class room lectures, interactive discussions, case studies and hands-on-experience. Both conceptual and practical sides will be addressed.

PARTICIPANTS PROFILE
The course is suitable for those with analytical aptitude and would like to start new career in analytics. The course is also appropriate for those who are working in business analytics and business intelligence to enhance their knowledge and skill.

PROGRAMME DETAILS
Location of the Programme: Bengaluru
Certificate: All the participants will get a certificate of participation issued by IIM Ranchi
PGDM WITH SPECIALIZATION IN BUSINESS INTELLIGENCE AND BIG DATA

IMT GHAZIABAD

This is a unique course which prepares you for the world of work in analytics in companies. Students having opted for this course in the previous years have found placement offers from leading companies, the designations include Data analyst, Business development Manager, and Business Analyst and research analyst. The course gives you a blend of industry knowledge, concepts and experiential learning through collaborative teaching by industry experts. Take the first step in joining the course; we will then help you to complete the journey into a person well-versed with the art and science of analytics.

Pedagogy

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and industry/research based projects. The course is focused on strategic issues with cases as the primary vehicle for learning. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important. There are four main pillars in the course pedagogy, namely, (a) lectures-cum-PPTs to share the conceptual frameworks; (b) experience sharing through collaborative teaching by industry experts; (c) hands-on Statistica Data mining tools, computer-lab based; and (d) case studies of leading organizations selected from Harvard Cases and other sources. The course requires a high degree of interactions in the class on part of the students and feedback on their hands-on work is provided by industry experts.