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IIT IIT IIT
AHMEDABAD

EPABA

Executive Programme In Advanced Business Analytics

Batch-3



HUGHES
GLOBAL EDUCATION



Indian Institute of Management Ahmedabad (IIMA) was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research in management.

It is consistently ranked as one of the leading business schools in India and the Asia-Pacific region. The Economist in its latest list has ranked IIMA 56 among the top 100 international B-schools in the world that offer full time MBA. The Financial Times (FT) has ranked the two-year post graduate programme in management (PGP) of IIMA in the top ten programmes in the category of Masters in Management.

In 2008, IIMA also became the first business school in the country to be awarded the EQUIS (European Quality Improvement System) accreditation. This accreditation by the EFMD (European Foundation for Management Development) certifies IIMA's academic processes and programmes to be on par with the best business schools globally. The institute offers Post Graduate Programme in Management (PGP), & Food and Agri-Business Management (PGP-FABM), Fellowship Programme in Management (FPM – equivalent to Ph.D) and a number of Executive Education Programmes (EEP).

IIMA's faculty are stakeholders in executive education programmes. Its programmes command a significant premium and cover a wide range of specialized and general management programmes. It delivers over a 150 customized programmes for a vast array of clients that include corporates, both national and global, parastatals, governments, multinational organisations, and NGOs.



About Hughes



Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice and data classes with a spread across 85+ classrooms in 40+ cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -- classroom teaching -- with the latest in technology.

Key Benefits

- ▶ Learn theoretical and practical aspects of management from faculty of IIM Ahmedabad.
- ▶ Work while you study. Attending classes at a time and place convenient to the aspirants (Hughes network is spread across 40+ cities/towns, 85+ centres)
- ▶ Benefits of traditional brick and mortar model modern IOL technology (through Hughes, pioneers of 'Class Apart' learning methodology)

Introduction

Consequent to decades of information technology deployment, organizations today have more information at hand than ever before. But in many cases the information is poorly utilized. Many organizations therefore miss out on potent competitive strategies.

Analytics has been successfully used for identifying a firm's most profitable customers, deciding on the best offer price for a product, accelerating product innovations, optimizing supply chains, identifying key drivers of financial performance etc. Leading organizations in India and abroad have benefitted greatly by leveraging the power of analytics. Competence in analytics has become a critical skill for managers of new age business organizations.

This executive long distance programme (with a residential component at IIMA) would be divided into modules covering among other topics Statistical Modeling, Machine Learning, Financial Analytics, Marketing Analytics, Human Resources Analytics and Operations Analytics. The overall value gained at the end of the programme is expected to build a solid foundation of business analytics.

Programme Highlights

- ▶ The Programme rigorously covers the field of Business Analytics.
- ▶ It would help improve managerial and leadership capabilities of participants.
- ▶ Books, cases and study materials are included in the course.
- ▶ Increased quality of interactions and peer group learning among participants.
- ▶ Specifically designed for working executives with all the flexibility benefits of interactive onsite learning.
- ▶ Participants are selected, based on elaborate selection process and profiling.
- ▶ Enables superior performance on the job. Exclusive focus on imparting relevant skills for career development.

Programme Benefits

- ▶ The Program provides excellent executive education in the field of Business Analytics.
- ▶ It would help improve managerial and leadership capabilities of participants.

Eligibility

- ▶ Applicants should be working professionals / self-employed
- ▶ Graduate degree in a relevant subject.
- ▶ At least 2 years work experience in a relevant field is desirable.

Course Content

- | | |
|-----------------------------------|----------------------------|
| ▶ Big Data | ▶ R programming |
| ▶ Data Visualization | ▶ Marketing Analytics |
| ▶ Statistical Predictive Modeling | ▶ Financial Analytics |
| ▶ Forecasting | ▶ Operations Analytics |
| ▶ Machine Learning | ▶ Human Resource Analytics |

Pedagogy

The teaching approach will be highly interactive using the technological capabilities of the channel. The pedagogy followed for the programme will consist of a blend of lectures, case studies, online lectures, projects, peer to peer learning, self-learning, role play and simulations. Mentoring by faculty and access to learning resources of IIMA will also be made available. There will be one campus component of 84 hours held at IIMA. HGEIL will ensure uninterrupted technical support in conducting online classes, attendance, quizzes, etc.

Schedule & Duration

Schedule: Tuesday 06:45 pm to 09:45 pm

Duration: 6-8 months

Programme Fees

Application Fee	INR 2,000/-
Programme Fee	INR 2,89,722/-
Registration fee	INR 7,428/-
Campus fee	INR 45,000/-

Note: All Fees are payable directly to HGEIL. Fee is exclusive of GST which will be payable on actuals.

Installment Schedule

	I	II	III
Date	31-May-19	16-Aug-19	31-Oct-19
Amount (INR)	1,14,050/-	1,14,050/-	1,14,050/-

Note: Instalment amount is exclusive of GST which will be payable on actuals.

Important Dates

Application Closure Date: 26-April-2019

Class Start: July 2019



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