

Executive Programme in Advanced Business Analytics (EPABA) - Batch 6



**Executive
Education**

INDIAN INSTITUTE of MANAGEMENT AHMEDABAD

विद्याविनियोगाद्विकासः

Executive Programme in Advanced Business Analytics Batch 06 [EPABA-BL06] Blended Learning [Virtual Classroom + Campus]

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 not being utilized leading to organizations missing 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 the new age business organizations.

This executive programme would be divided into modules as 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 for business analytics.



Programme Objectives

- The Programme rigorously covers the field of Business Analytics
- It would help improve managerial and leadership capabilities of participants
- Increased quality of interactions and peer group learning among participants
- Specifically designed for working executives with all the flexibility benefits of interactive onsite learning
- Enables superior performance on the job. Exclusive focus on imparting relevant skills for career development

Programme Highlights

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

Pedagogy

The pedagogy will leverage use of technology. It will consist of a judicious blend of lectures, real life case studies, quizzes and assignments.

Programme Contents

- Big Data
- Statistical Predictive Modeling
- Machine Learning
- Marketing Analytics
- Operations Analytics
- Capstone Project
- Data Visualization
- Forecasting
- R programming
- Financial Analytics
- Human Resources Analytics

Eligibility

Applicants should be working professionals / self-employed with Graduate degree in a relevant subject and at least 50% of marks obtained. At least 2 years work experience in a relevant field is desirable. Post-Graduation in a relevant subject is desirable.

Course Duration

Approximately Four (4) months

Mode of Delivery

Online classrooms at VCNOW centres and campus modules at IIM Ahmedabad (Subject to government regulations)

Faculty Chair

Prof. Arnab K. Laha

Teaching Faculty*

Prof. Ankur Sinha
Prof. Dhiman Bhadra
Prof. Kavitha Ranganathan

Prof. Arnab K. Laha
Prof. Karthik Sriram
Prof. Sanjay Verma

*Faculty may change with/without any notice.



Executive Programme in Advanced Business Analytics Batch 06 [EPABA-BL06] Blended Learning [Virtual Classroom + Campus]

Dates and Module Details

Last date to apply	: June 18, 2024
Application fees (To be paid during online application)	: INR 2,000/- + GST* (Non-refundable)
Course Commences On	: July 04, 2024
Technical Orientation by VCNow	: June 28, 2024
Online Session Schedule	: Friday 6:00 pm to 9:00 pm Saturday 3:00 pm to 6:00 pm
Online Session	: July 12, 2024
First Campus Module	: July 04 - 06, 2024
Interim Campus Module	: September 07 - 09, 2024 (Tentative)
Final Campus Module	: November 28 - 30, 2024 (Tentative)

** (The campus module dates are subject to government regulations.)

Programme Fees :

INR 4,75,000/- + GST*

Programme Fees Payment Plan

Instalment Schedule		
Initial payment	First Instalment*	Second Instalment*
As per the offer letter	August 10, 2024	October 10, 2024
INR 1,58,000/- + GST*	INR 1,59,000/- + GST*	INR 1,58,000/- + GST*

* GST will be charged extra on these components, at present it is @ 18%.

Fees to be paid directly to IIMA only Payment Gateway:

<https://payments.iima.ac.in/online/pg/301>



Executive Programme in Advanced Business Analytics Batch 06 [EPABA-BL06] Blended Learning [Virtual Classroom + Campus]

Evaluation Methodology

IIM Ahmedabad shall carry out the evaluation required for certification.

Participants are evaluated on the basis of assignments, quizzes and examinations for all the courses.

Participants will be given any one of the following grades: "Satisfactory Plus" (S+); "Satisfactory" (S); "Unsatisfactory" (U). A participant will be asked to leave the programme and the fees will then be forfeited in any of the following cases:

1. If a participant gets 2nd U for academic indiscipline wherein Academic Indiscipline includes cheating/ copying/plagiarism in assignments and examinations and facilitating cheating in any way or is found having integrity issue during the programme.
2. If a participant gets 4th U for under-performance.
3. If a participant gets 1 U for academic indiscipline and 3Us for under-performance.
4. The norms of the programme require a participant to attend at least 80% of attendance to become eligible to receive the certificate, failing which a participant won't be awarded the certificate.

Certification

At the end of the Programme, eligible participants will receive a Certificate of Completion (CoC) of the Programme from IIM Ahmedabad subject to the assessment and attendance criteria being fulfilled.

IIMA Alumni Status

Alumni status can be awarded subject to fulfilling evaluation criteria and all the terms and conditions of the programme.

Library Access

Restricted remote access to the library resources will be provided for the programme duration.

How to Apply

Interested candidates may apply using the application link:

https://iimahmedabad.vcrvcnow.in/EPABA-BL06/student-reg/registration_lms.php

For assistance call us on +91-8929008460 or write to inquiry-blp@iima.ac.in

Service Provider:



VC Now

VCNow is a brand owned by Unified Collaboration Services LLP and is the largest infrastructure-based HD Video Conference Service provider of the country with over 70 Virtual Classroom studios spread across 32 cities in India. VCNow Virtual Classroom provides for a near-real classroom experience with its highly interactive Live 2-Way High-Definition Video Conference interface both through Classroom based and Direct to Device based learning platforms.

Ahmedabad | Bengaluru | Bhopal | Bhubaneswar | Chandigarh | Chennai | Gurgaon | Guwahati | Hyderabad
Indore | Jaipur | Kolkata | Lucknow | Mumbai | Nagpur | New Delhi | Noida | Patna | Pune | Raipur | Ranchi | Vadodara

Executive Programme in Advanced Business Analytics Batch 06 [EPABA-BL06] Blended Learning [Virtual Classroom + Campus]

Indian Institute of Management Ahmedabad (IIMA)

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 facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Force Programme (AFP)
- Online MBA

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas & Groups

- Centre for Management in Agriculture (CMA)
- Communication
- Economics

- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation (RJMCEI)
- Strategy

Interdisciplinary Centres

- Arun Duggal ESG Centre for Research & Innovation
- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre (IGPC)
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



विद्याविनियोगाद्विक्रमः

Executive Education

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Phone: +91-79-7152-6300 | Email: inquiry-blp@iima.ac.in
Website: www.iima.ac.in/executive-education