



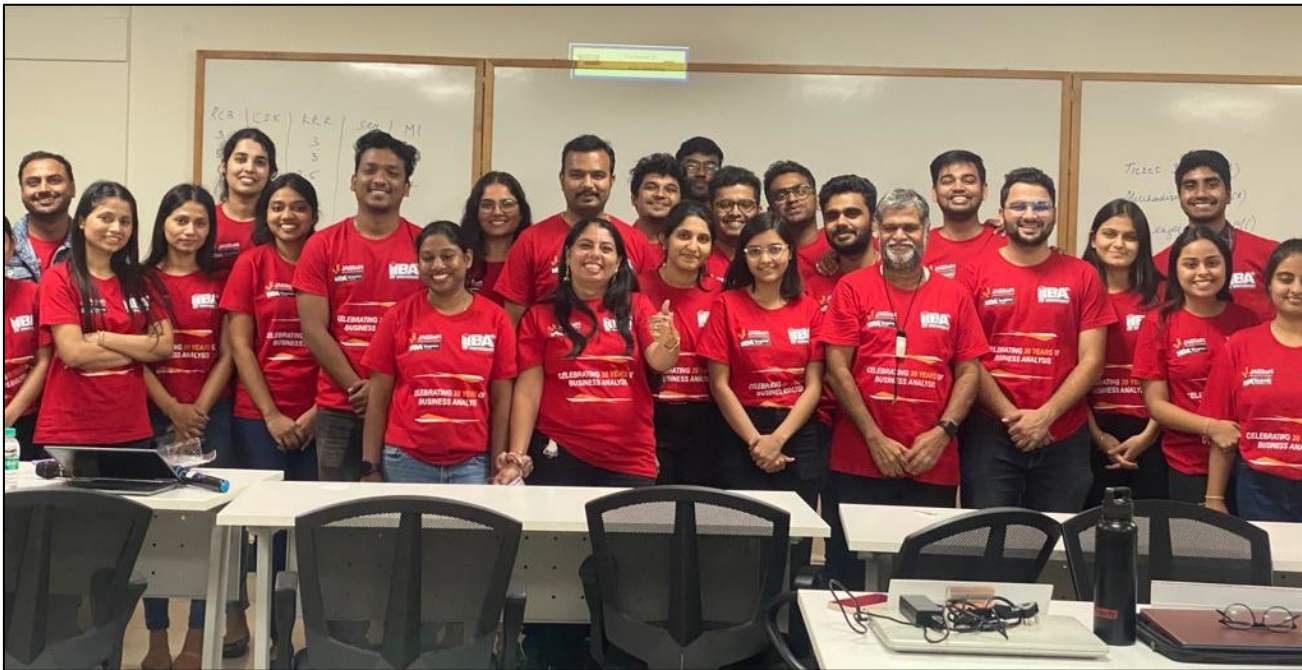
JAGSoM

JAGDISH SHETH SCHOOL OF MANAGEMENT



PGDM IN BUSINESS ANALYTICS FOR EXECUTIVES

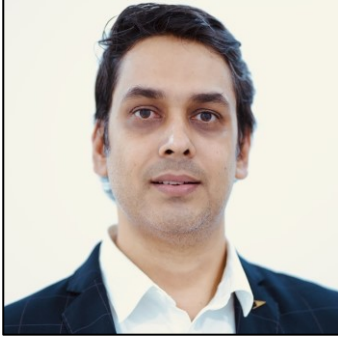
COLLABORATION WITH INTERNATIONAL INSTITUTE OF BUSINESS ANALYSIS (IIBA)



Workshop by IIBA (International Institute of Business Analysis) for JAGSoM Students.

JAGSoM prepares PGDM participants for Business Analyst roles, with the IIBA Certification being a part of the Career Track in Business Analytics.

DISTINGUISHED ALUMNI - ANALYTICS



SNEHANSHU MITRA
Global Head – Data
Strategy & Finance
Analytics
BAT



SAHIL MAKKAR
Director – AI, Principal
Data Scientist
Happiest Minds
Technologies



ABHISHEK MUKHERJEE
Consulting –
Analytics and Data
Specialist
Deloitte



ARUN B N
Senior Assistant Vice
President,
Decision Science
HSBC



HARIKESH PATWA
Senior Manager
Capgemini



PRATIK ZANKE
Senior Manager
– Risk Fraud &
Compliance
PayMate



SWETA MORAM
Senior Quality
Assurance Engineer
Finastra



NARAYAN A KULKARNI
Client Partner
Phi Commerce Pvt. Ltd.



**VISHWANATH
GARDIMANI**
Project Manager – Global
Back Order Management
Oracle



SOURAV MAITRA
Senior Consultant
HCL

BUSINESS ANALYTICS – WORKSHOPS & CORPORATE INTERACTIONS



Workshop on Generative AI by Mukesh Jain, Global CTIO and Head of Innovation, Capgemini.



Workshop on Analytics and AI Use Cases by Rajan Sethuraman, CEO, Latentview Analytics.



Closed Group Corporate Interaction with Prof. Anitesh Barua, the David Bruton Jr. Centennial Chair Professor, McCombs School of Business, University of Texas at Austin on the topic of 'Evolution of Artificial Intelligence'.

The discussions with top Corporates and JAGSoM faculty revolved around fascinating real-world examples, showcasing the strategic implementation of AI across diverse sectors, including retail, healthcare, and Business Intelligence



WHY a PGDM in BUSINESS ANALYTICS FOR EXECUTIVES?

- The PGDM program in Business Analytics for Executives provides a unique opportunity for executives to equip themselves with the skills needed to grow in their careers in a fast-track mode.
- The program prepares you for the role of Business Analyst, Analyst – Predictive Analytics & Modeling, Analytics Consultant



Dr. Supriyo Ghose & Dr. Sayan Chowdhury with JAGSoM students placed for Internships at TATA Insights & Quants.



WHO IS IT FOR?

- The program is meant for those professionals who want to be groomed as Business Analyst.
- Suitable for companies to fast-track their Functional Specialists to become Business Analysts and to grow and retain their high-potential talent pool.



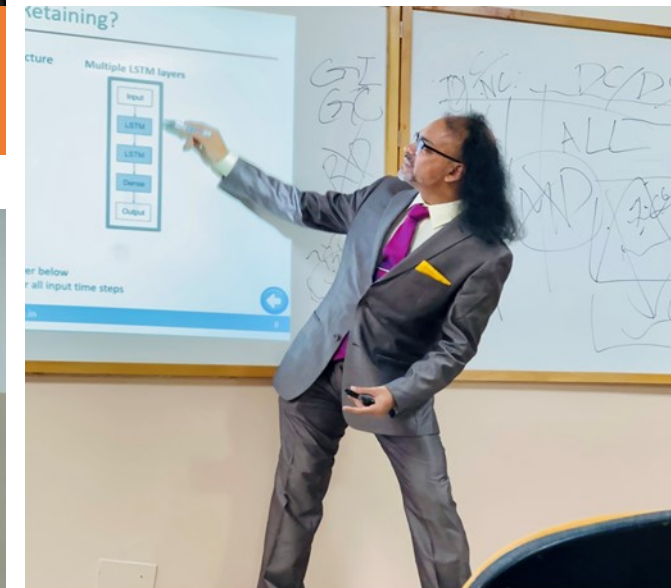
Panel Discussion with Kaushik Sanyal, Global Managing Director (Applied Intelligence), **Accenture**; Rajan Sethuraman, Chief Executive Officer, **Latentview Analytics**; Sirisha Voruganti, Managing Director, **JCPenny**; and Angshuman Ghosh, Vice President (Data Analytics), **Sayurbox**.



Dr. Vithala R. Rao conducting the Workshop on Choice Modeling



Dr. Jagdish Sheth and Pawan Sarda (Group CMO, Wingreens World) handing over the first prize for the Best Paper award in the Doctoral category to Prof. Rishikesha Krishnan, Director, IIM Bangalore.



Dr. Tuhin Chattopadhyay conducting the Workshop on Data Engineering and Analytics in the BFSI sector.

Snippets of The ISDSI (International Society for Data Science and Innovation) Conference 2022 hosted by JAGSoM in collaboration with State University of New York (SUNY) and NASSCOM CoE - Data Science & AI



KEY DISTINCT FEATURES

- Flexible learning while pursuing one's career aspirations
- Alternate Weekend on campus interactions
- AICTE – Approved AACSB Accredited Degree
- Peer learning and mentoring support from faculty
- Access to online courses customized to one's career growth



Data Science Study Week – Lucerne University (HSLU), Switzerland

- Collaborating with leading Organizations in India



KEY HIGHLIGHTS

LEADERSHIP LAB

A 2-day outbound experiential program designed for participants to develop key management skills such as team building, coordination, and communication through various activities and exercises under the guidance of experts.

PROJECTS AND CASE STUDIES

Pedagogy involves Projects and teaching using case studies. Several courses deal with the use cases, wherever appropriate.



Outbound Leadership Lab (OLL)

WHAT IS IN IT FOR THE PARTICIPANTS/COMPANIES?

FOR PARTICIPANTS

- Grooms high Performers for next level.
- Individual contribution to team leader
- 50% focus on building Skills and Attitude with courses like Design Thinking and Innovation

FOR COMPANIES

- Creating Leadership pipeline by Retention and Training.
- To fast-track Functional Specialists to Business Analyst role.
- Co-Mentored internal consulting project on a real company problem.



Workshop on 'Synthetic Data & its applications' by JAGSoM alumnus Siddharth Das, MD, Brillio (A Bain Capital company).



Workshop by Dr. Sethuraman, VP, Tiger Analytics (USA) on 'Applications of AI in Business'.

BUSINESS ANALYTICS AREA MENTORS



MR. MUKESH JAIN
CTO, VP & Global Head of
People Analytics
Capgemini



MS. VIJAYA GHOSH
Managing Director –
CGS Data & AI Leader,
Strategy & Consulting
Global Network,
Accenture



MR. ARUN B N
Senior Assistant Vice
President, Decision
Science
HSBC



**PROF. ABHISHEK
MUKHERJEE**
Consulting –
Analytics and Data
Specialist
Deloitte



DR. SHRAVAN MOHAN
Associate Manager
Accenture



MR. SURJIT LAHA
Deputy Manager
Tata Insights and Quants

FACULTY – BUSINESS ANALYTICS



DR. SUPRIYO GHOSE
Business Analytics Track
Chair
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DR. SUNDAR RAJ VIJAYANAGAR
Professor
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DR. TUHIN CHATTOPADHYAY
Professor, AI – ML &
Blockchain
<https://www.tuhin.ai/>



DR. GANES PANDYA
Associate Professor
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DR. ELLUR ANAND
Assistant Professor
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DR. MADHURI PRABHALA
Assistant Professor
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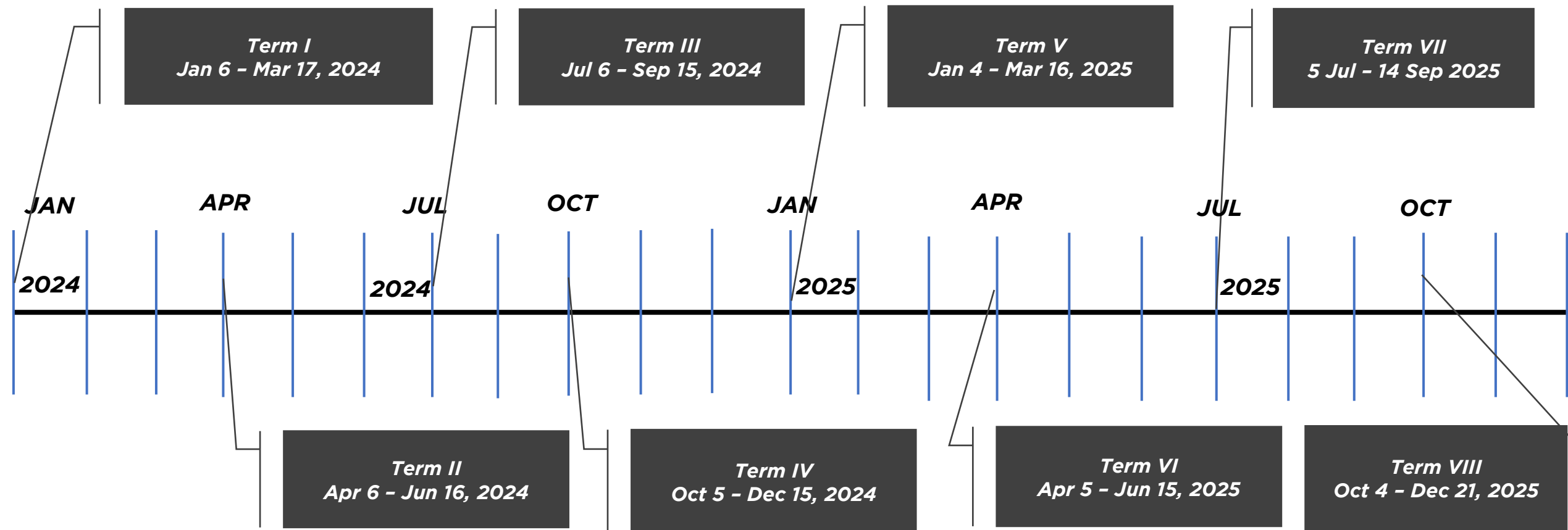


DR. SAYAN CHOWDHURY
Assistant Professor
 <https://www.linkedin.com/in/sayan-chowdhury>



DR. MANALI CHATTERJEE
Assistant Professor
 <https://www.linkedin.com/in/manali-c-5b399819>

SCHEDULE 2024-25



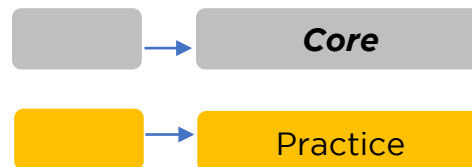
PGDM Online Program: Course List Batch of 2023-25		
CORE COURSES		
SI No	Course Name	Credits
1	Business Economics	3
2	Understanding Financial Statements	3
3	Managerial Accounting	3
4	Organization Behaviour	3
5	Marketing Management	3
6	Operations Management	3
7	Human Capital Management	3
8	Financial Management	3
9	Introduction to Digital Business	3
Total		27
SPECIALIZED COURSES		
SI No	Course Name	Credits
1	Business Data Visualization	3
2	Data Mgt Systems and Data Engineering	3
3	Coding Business Applications in R & Python	3
4	Project Mgt	3
5	Business Forecasting	3
6	Data Preprocessing for Analytics	3
7	Intro to Artificial Intelligence and Machine Learning	3
8	Unstructured Data Analytics	3
9	Business Requirement Analysis	3
10	Cloud Computing for Business Value	3
Total		30

INTEGRATIVE COURSES		
SI No	Course Name	Credits
1	Business Strategy	3
SKILLS		
SI No	Course Name	Credits
1	Spread Sheet Modelling	3
2	Design Thinking	3
3	Business Communication	3
4	Negotiation Skills	3
5	Managerial Decision Making	3
6	Reputation and Relationship Building	3
7	Internal Consulting Project	9
Total		27
ATTITUDE		
1	Leadership Lab	3
2	Conscious Capitalism	3
3	Contemporary issues in leadership	3
Total		9
CUSTOMIZATION		
1	Two Courses	6

Credit Summary	
Fundamental	27
Specialized	30
Integrative	3
Skills	27
Attitude	9
Customization	6
Total	102

PROGRAM ARCHITECTURE							
	ATTITUDES		SKILLS		KNOWLEDGE		
					FUNDAMENTALS	SPECIALIZED	INTEGRATIVE
Foundation (Web Learning)							
Term I			Spreadsheet Modelling	Design Thinking	Business Economics Understanding Financial Statements		
Term II			Business Communication		Management Accounting Organizational Behaviour Marketing Management		
Term III			Negotiation Skills		Operations Management Human Capital Management Financial Management		
Term IV	Leadership Lab			Managerial Decision Making	Introduction to Digital Business		Business Strategy
Term V	Conscious Capitalism Simulation (Social Responsibility)	Contemporary issues in leadership		Reputation & Relationship Building		Business Data Visualization Data Mgt Systems and Data Engineering Coding Business Applications in R & Python	
Term VI						Data Pre processing for Analytics Intro to Artificial Intelligence and Machine Learning Business Requirement Analysis	
Term VII				Scaling your Business		Project Mgt Business Forecasting Unstructured Data Analytics	
Term VIII						Cloud Computing for Business Value	

CORE COURSES



TERM I

Business Economics

Design Thinking

*Understanding Financial
Statements*

Spreadsheet Modelling

TERM II

Management Accounting

*Organizational
Behaviour*

Marketing Management

Business Communication

TERM III

Operations Management

*Human Capital
Management*

Financial Management

Negotiation Skills

TERM IV

Business Strategy

*Introduction to Digital
Business*

*Managerial Decision
Making*

Leadership Lab

SPECIALIZATION

Specialization

Practice

TERM V

Business Data Visualization

*Data Management Systems
and Data Engineering*

*Coding Business Applications
in R & Python*

*Reputation and Relationship
Building*

*Conscious Capitalism
Simulation (Social
Responsibility)*

*Contemporary Issues in
Leadership*

TERM VI

*Data Preprocessing for
Analytics*

*Introduction to Artificial
Intelligence and Machine
Learning*

*Business Requirement
Analysis*

*Reputation and Relationship
Building*

*Contemporary Issues in
Leadership*

TERM VII

Project Management

Business Forecasting

Unstructured Data Analytics

*Internal Consulting Project
(ICP)*

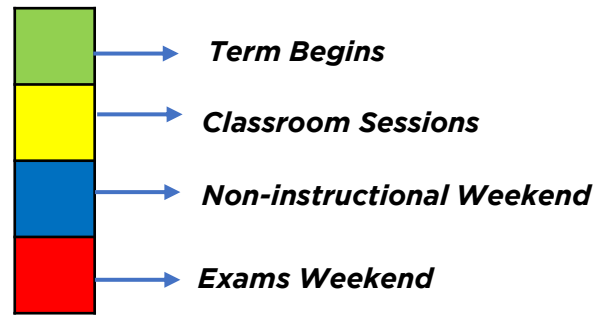
TERM VIII

*Cloud Computing for
Business Value*

Customization (2 courses)

*Internal Consulting Project
(ICP)*

CLASS SCHEDULE



Term I

JANUARY 2024						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
FEBRUARY 2024						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			
MARCH 2024						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Term II

APRIL 2024						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
MAY 2024						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
JUNE 2024						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

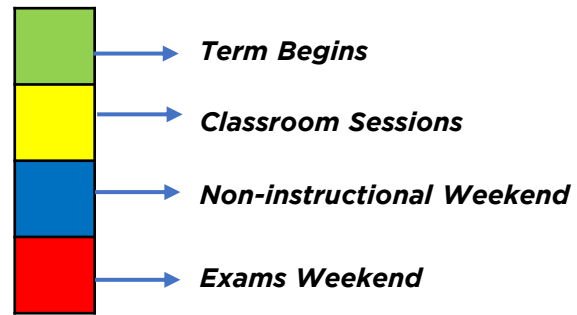
Term III

JULY 2024						
M	T	W	T	F	S	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
AUGUST 2024						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
SEPTEMBER 2024						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
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Term IV

OCTOBER 2024						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
NOVEMBER 2024						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
DECEMBER 2024						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

CLASS SCHEDULE



Term V

JANUARY 2025						
M	T	W	T	F	S	S
		1	2	3	4	5
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
FEBRUARY 2025						
M	T	W	T	F	S	S
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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28		
MARCH 2025						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Term VI

APRIL 2025						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				
MAY 2025						
M	T	W	T	F	S	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
JUNE 2025						
M	T	W	T	F	S	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Term VII

JULY 2025						
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	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
AUGUST 2025						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
SEPTEMBER 2025						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

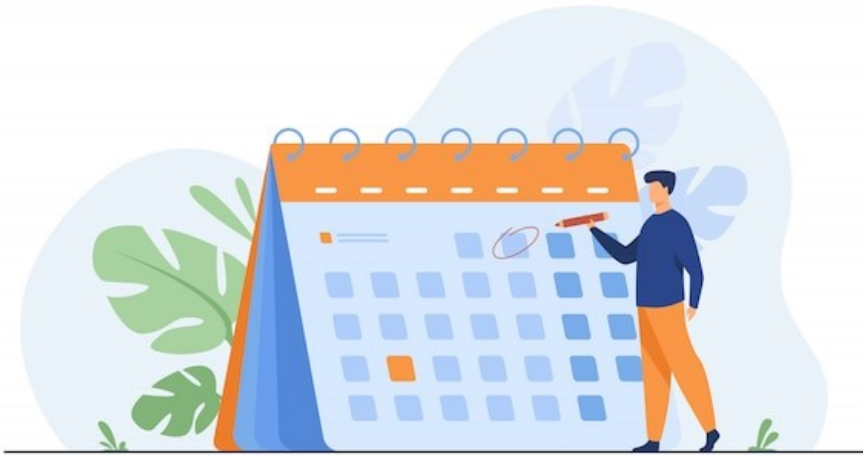
Term VIII

OCTOBER 2025						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
NOVEMBER 2025						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
DECEMBER 2025						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SAMPLE CLASS SCHEDULE

Term 1-2024 - Batch 2023-25								
Week	Date	Day	09.00AM - 10.15AM	10.30AM - 11.45PM	12.00PM - 01.15PM	01.15PM - 02.00PM	02.00PM - 03.15PM	03.30PM - 05.00PM
1	06-01-2024	Saturday	Understanding Financial Statements(1)	Understanding Financial Statements (2)	Understanding Financial Statements (3)	LUNCH	Spreadsheet Modelling (1)	Spreadsheet Modelling (2)
	07-01-2024	Sunday	Business Economics(1)	Business Economics(2)	Business Economics(3)	LUNCH	Design Thinking (1)	Design Thinking (2)
2	13-01-2024	Saturday	Non-Instructional Weekend					
	14-01-2024	Sunday						

SAMPLE CLASS SCHEDULE



PGDM IN BUSINESS ANALYTICS FOR EXECUTIVES

SATURDAY

9.00 – 10.15 AM

Understanding Financial Statements (1)

10.30 – 11.45 AM

Understanding Financial Statements (2)

12.00 – 1.15 PM

Understanding Financial Statements (3)

1.15 – 2.00 PM

Lunch

2.00 – 3.15 PM

Spreadsheet Modelling - (PBT) (1)

3.30 – 5.00 PM

Spreadsheet Modelling - (PBT) (2)

SUNDAY

9.00 – 10.15 AM

Business Economics (1)

10.30 – 11.45 AM

Business Economics (2)

12.00 – 1.15 PM

Business Economics (3)

1.15 – 2.00 PM

Lunch

2.00 – 3.15 PM

Design Thinking (1)

3.30 – 5.00 PM

Design Thinking (2)



PGDM IN BUSINESS ANALYTICS FOR EXECUTIVES

TUITION FEE

The total course fee for the program is Rs.7.5 Lakhs.

FEES SCHEDULE

SL. NO.	TOWARDS	INDIAN NATIONALS (INR)	FOREIGN NATIONAL S(USD)	DUE DATE FOR THE PAYMENT
1	Registration Fees	Rs.1,000/-	USD 618	Within 3 days of Receipt of the offer
	Pre-foundation Certification in Management (Non-refundable)	Rs.49,000/-		
2	First Instalment	Rs.2,00,000/-	USD 2,470	Within 21 Days of Registration or 20 th January whichever is earlier
3	Second Instalment	Rs.2,00,000/-	USD 2,470	July 16th, 2024
4	Third Instalment	Rs.3,00,000/-**	USD 3,704**	December 16th, 2024
Total Fees		Rs.7,50,000/-	USD 9,262*	*Subject to Changes as per the conversion rate



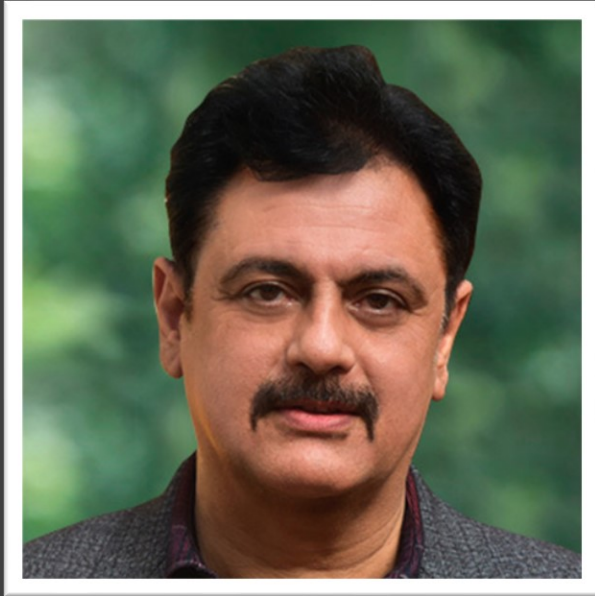
PGDM IN BUSINESS ANALYTICS FOR EXECUTIVES

ADMISSION

APPLY ONLINE

- Create your account on www.jagsom.edu.in/admissions/pgdme
- Fill the application and upload
 - Statement of Purpose
 - Highest degree certification
 - Mandatory KYC documents
- Pay Rs. 1,000 as application fee.
- The eligible candidates will appear for a 30-minute online discussion.

PROGRAM ANCHORS



PROF. RAKESH MEDIRATTA

Joint Director, Jagdish Sheth School of Management

rakesh.mediratta@jagsom.edu.in



Dr. ELLUR ANAND

Assistant Professor, Digital Business & Analytics Area
Jagdish Sheth School of Management

ellur.anand@jagsom.edu.in

FACULTY SNAPSHOT

*Total no. of
Faculty*
50

No. of Women
15

*International
qualifications*
07

IIM Alumnus
08

*JBIMS/SPJIMR/MDI
Alumnus*
05

IIT/IISc Alumnus
11

BITS Alumnus
05

*Chartered
Accountants*
02

NID Alumnus
01

No. of CXOs
15



JAGSoM's MISSION

Nurture holistic, socially responsible and
continuously employable professionals

BUSINESS TODAY RANKINGS

- JAGSoM is ranked ***All-India #26***

Top 100: Private B-schools

INDIA'S BEST ► B-SCHOOLS

PVT. RANK 2023	INSTITUTE
1	S.P. Jain Institute of Management & Research (SPJIMR), Mumbai
2	Management Development Institute (MDI) Gurgaon
3	SVKM's NMIMS School of Business Management, Mumbai
4	International Management Institute, New Delhi
5	Institute of Management Technology (IMT), Ghaziabad
6	Symbiosis Institute of Business Management, Pune
7	Symbiosis Centre for Management & Human Resource Development, Pune
8	Great Lakes Institute of Management, Chennai
9	Xavier Institute of Management (XIMB), XIM University, Bhubaneswar
10	T. A. Pai Management Institute (TAPMI), Manipal
11	ICFAI Business School (IBS), Hyderabad
12	K J Somaiya Institute of Management, Mumbai
13	Jagdish Sheth School of Management (JAGSoM), Bengaluru
14	Goa Institute of Management (GIM), Sanquelim
15	Institute of Rural Management Anand (IRMA)
15	SVKM's Narsee Monjee Institute of Management Studies, Bengaluru
17	Birla Institute of Management Technology, Greater Noida
18	Lal Bahadur Shastri Institute of Management, New Delhi
19	Institute of Management, Nirma University, Ahmedabad
20	Symbiosis Institute of Operations Management, Nashik
21	S.P. Mandali's Prin. L.N. Welingkar Institute of Management Development & Research, Mumbai
22	Rajagiri Centre for Business Studies, Kochi
23	Symbiosis Institute of International Business, Pune
24	Loyola Institute of Business Administration, Chennai
25	Institute of Management Technology, Nagpur
26	Institute of Public Enterprise, Hyderabad

BT-MDRA Rankings 2023

- Ranked ***#13 amongst the Private Business Schools of India.***
- Ranked ***All-India #10 for Future Orientation.***
- Ranked ***All-India #14 for Learning Experience.***
- Firmly established as the ***#2 Business School in Bengaluru*** after IIM-B.

GLOBAL ACCREDITATION & RANKING



AACSB Accreditation

JAGSoM joins the handful of Business Schools globally, that enjoy **AACSB Accreditation** across multiple campuses and across undergraduate and postgraduate programs.



QS Business Masters Rankings 2023

JAGSoM featured in the **QS Masters in Marketing, QS Masters in Finance & QS Masters in Business Analytics Rankings 2023** for its PGDM (Marketing), PGDM (Finance) and PGDM (Analytics) programs respectively.

AWARDS & ACCOLADES



Prof. Atish Chattopadhyay presenting JAGSoM's Curriculum at ICAM 2019, the Signature event of AACSB International.



JAGSoM was honoured with the Gold Award at the Indian Management Conclave 2022, which took place at the Indian Institute of Management, Kozhikode.



JAGSoM's Practice Course – Research Incubation was featured in AACSB's List of Innovation & Best Practices in Asia Pacific.



JAGSoM has developed a Global Curriculum based on a study of Industry 4.0 needs in collaboration with the National HRD Network (NHRDN). This Curriculum was presented at AACSB's ICAM at Edinburgh, UK in 2019 and has received multiple accolades.



KANYATHON received the 2021 AACSB Innovations that Inspire Award.



One of the key components of the 'Learning by Solving' pathway is the Research Incubation (RI) program, which has been featured in the AACSB's list of Innovations & Best practices in Asia Pacific.



***PGDM IN BUSINESS ANALYTICS
FOR EXECUTIVES***

www.jagsom.edu.in

For more details, please contact us at:

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Ph. No: +91-78295373606 / 8762748075

