

Programme fee

₹ 39,000 + 14.5% service tax

Online registration also available, please visit www.aima.in
SERVICE TAX No. AAATA 1644 AST001, PAN No. AAATA 1644 A

The fee includes 5 months course fee + online digital library with customized courseware including books, videos, exercises, dataset, certification exam fee + Software (R and SAS)

Group Discount: 15% discount for 3 or more registrations

Class Timings

A: Online Class Room Mode

Weekend programme: 4 hours (Saturday/Sunday), (10:00-12:30 or 1-3:30 PM IST)

B. Class Room Mode

Face to face learning 4 hours/ week (option for week day or weekend batch)

60 hours instructor-led training (online or face to face), 20 hours of Online (recorded) sessions, 20 hours online lab, 20 hour self-learning and 15 hour live project

Certification

The successful completion and assessment of the programme will lead to award of "PROFESSIONAL DIPLOMA IN BUSINESS ANALYTICS"

What's so special about our course?

- In depth learning through hands on exercise - almost 40% application based .
- Pedagogy - case study based with live cases from industry, bringing meaning and relevance to the course.

About AIMA

The All India Management Association (AIMA) was created as an apex body of professional management with active support of the Government of India and Industry in 1957. AIMA is a group- a body to pool management thoughts in the country, a forum to develop a national managerial ethos, an organisation to facilitate the furtherance of the management profession in the country.

AIMA is a federation of Local Management Associations (LMAs). AIMA today affiliates 62 LMAs across the country and 2 co-operating management associations i.e. Qatar Indian Management Association and Mauritius Management Association.

AIMA has established close linkages with over 3000 institutions and over 30,000 individual professionals directly and through network of the Local Management Associations. AIMA's activities include Distance management Education, management Development Programmes, National Events, Competitions, Research, Publication and Testing Services.

About AIMA - CME

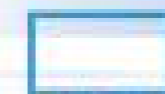
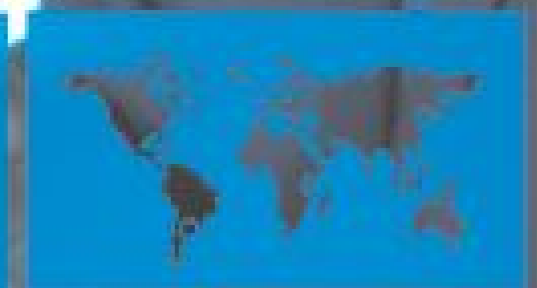
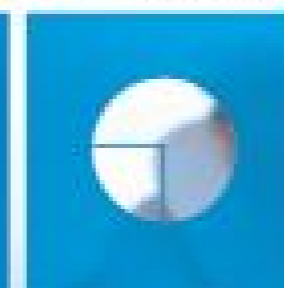
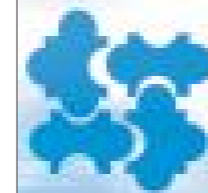
Established in 1993, AIMA's Centre for Management Education (CME), functions as a full-fledged autonomous business school, in distance learning mode. AIMA CME offers Post Graduate Diploma in Management / Post Graduate Diploma in Information Technology Management approved by AICTE and Post Graduate Certificate Programme and Advanced Certificate Programme. Professional Certificate Programme in Digital Marketing and Analytics, Professional Diploma in Public Procurement, Certification in Financial & Valuation Modeling and Professional Diploma in Business Analytics are also offered as skill based courses. PhD in Business Administration offered by CME in collaboration with Aligarh Muslim University meets the needs of working professionals.

Hurry Up Admission Closes 30th September'2018

For More detail, please contact:
Programme Manager
Jamshedpur Management Association
Room no.18, Centre for excellence, Jamshedpur.
Mobile: 7903039126, Email: info.jsrjma@gmail.com
Website- www.jmassociation.com

PROFESSIONAL DIPLOMA IN BUSINESS ANALYTICS

Big Data
Analytics
using "R"
and "SAS"
software



All India Management Association (AIMA), the national apex body of the management professionals in India, launches PROFESSIONAL DIPLOMA IN BUSINESS ANALYTICS. This course is designed and delivered by industry experts from AIMA and WILEY.

Introduction to Business Analytics

Business Analytics is the combination of skills, technologies, applications and processes used by organizations to gain data-driven insights. These insights can be used to aid decision-making across functions including finance, marketing, and operations. This programme is designed by practicing managers and subject experts. It aims at covering the fundamental to advances in Business Analytics. It is aimed at practical learning; therefore, most concepts will be linked with hands-on training, where participants will be expected to work with dummy datasets, and real data sets.

The Professional Diploma in Business analytics is recommended to anyone involved in the planning, implementation, monitoring and measuring the effectiveness of Big Data strategy - or anyone who is looking to add a new skill set and pursue a career in this dynamic field of business analysis. The programme is suitable for professionals of all levels and disciplines, as job roles are gradually becoming more complex. Multitasking with projects executed with lean teams is a phenomenon. In such situation, an in-depth knowledge, understanding and application of data analysis techniques is a must. Participants will also learn how to leverage these strategies to gain the competitive advantage for both their business and career.

Who should join the Professional Diploma?

Category 1

- Graduate students with statistics or maths background
- Engineering students
- MBA students

Students who want to up-skill in BIG DATA ANALYSIS and increase their job opportunities.

Category 2

- Corporates responsible for developing or implementing organization's data analysis strategy in their organization
- Professionals who need to understand and get more out of their organization / sector data.
- Professionals who want to fast-track their career or improve their position in the marketplace
- Business and data analysts, and database professionals willing to foray into big data analytics

Professionals / Organizations in telecom, banking, IT consultancy, retail and healthcare who want themselves / their employee to be proficient in business analysis.

Course Objectives

- The objective of the programme is to help participants to understand big data, its elements, and usage, from multiple perspectives-as analysts, decision maker, corporate leaders, investment banker, consumer analyst and entrepreneurs.
- The emphasis will be on developing fundamental concepts with a strong understanding of information within the data, using predefined data sets to do hands-on exercise.
- Use of virtual lab for step by step learning. Doing live projects to gain real-time practical application.
- Proficiency in two big data analysis platforms i.e. **R and SAS**
- Competencies in "R", Rhadoop, on real dataset (including project work)
- Preparing participants of this course to start working independently as business analyst/ market analyst and strategic decision makers.

Programme Structure

The programme is divided into 4 modules. Each of the modules is of equal duration and weightage which will have assignments relevant to it. Once a module is completed, the student automatically progresses to the next module.

Module 1: Business Analytics and Big Data Fundamentals

Module 2: Introduction to Analytics and R Programming

Module 3: Data Analysis using R

Module 4: Advanced Analytics using SAS

Course Duration

5 Months – 135 hours programme

Programme Highlight

- 60 hours instructor-led training
- 20 hours offline lab environment
- Working with analytical tool - "R" and SAS software
- Online doubt solving by experts
- Certification : Industry approved and recognized certificate
- 20 hours of online (recorded) sessions
- 20 hour self-learning, 15 hour live project
- World class study material from Wiley with unlimited download access
- Online projects : 12 hours (in banking, financial, marketing, HR functional area.)

Assessment Process

The assessment process is divided into 2 levels.

- Module assessment: Based on assignments and projects (50% weightage).
- Final assessment: Covers entire topic of the course (50% weightage)

Modular assessment done by the faculty / trainer of the module. And at the end of the course, the student will face an online examination covering the entire course. Questions will be case based multiple choice and short answer.

Session Commences

January 2016

Prerequisites for attending the programme

- Basics of statistics
 - Measures of central tendency and averages
 - Measures of dispersion
 - Fundamentals of probability
- Basic understanding of graphs, histograms, and scatter plots
- Basic knowledge of databases, tables and fields would be an added advantage
- Fundamentals of spreadsheets and computations

Modules can be customized and used for

- Corporate training
- Integrated with engineering curriculum
- Integrated with MBA curriculum
- Integrated with BBA or B. Com curriculum