Business Analytics for Managers in India

Programme Commencement: June 20, 2016
INCREASING OPPORTUNITIES IN BUSINESS & CAREER GROWTH

Data and analytics form the foundation for today’s decision-making processes in business, allowing organisations to build competitive strategies around data-driven insights. These insights utilise vast amounts of untapped data to define corporate direction based on quantitative analysis. With this increase in demand on data and analysis, global organisations offer a host of opportunities for individuals with a solid foundation in data practices, using the knowledge from this course to reach the next level of decision-making maturity. Today’s organisations utilise data to develop informed decisions, drive decision-making and set strategies, while creating a global impact.

About Babson Executive Education

Babson Executive Education is one of the world’s top executive education providers and a division of Babson College, the No. 1 ranked institution for entrepreneurship education. We are a dynamic learning laboratory, where clients, faculty, staff, and partners work together to address real-world business challenges and create and capitalize on opportunities for our clients. With roots in Entrepreneurial Thought and Action®, we develop the leaders that companies need most: those who can create opportunities, envision and navigate change, accommodate ambiguity, surmount complexity, and motivate teams in a common purpose to grow organizations and create economic and social value.

Babson College’s main campus is located on 375 acres just minutes outside of Boston, Massachusetts, USA.
PROGRAMME OBJECTIVES

In today’s world, the decision-making processes have changed. Global organisations are basing their strategic direction upon data-driven results and analysis. Despite its complexity and specialisation, success in business analytics doesn’t require an advanced degree, or a deep background in statistics or computer science. Today’s business leaders are not only analytically minded but are also familiar with the process of transforming data into knowledge that drives strategic insights.

This programme takes today’s business problems and uses analytics to guide strategy and future direction. In addition to a high-level introduction to the topic of business analytics and stimulating discussions with Babson faculty and industry practitioners, participants complete practical and relevant hands-on activities, while using industry-appropriate tools and software. Participants will learn about recent trends in big data and the terminologies in these data-intensive applications. The curriculum is practical and intensive, and integrates critical learning opportunities with the use of projects throughout the curriculum.

KEY TAKEAWAYS

- Accomplishing business goals using analytics
- Data visualisation and structured data analytics
- Framing and implementing business problems
- Marketing analytics
- Web Analytics: A Deep Dive into Google Analytics
- Unstructured data analytics
- Analytics and the resilient enterprise
- Supply chain management and seeking resiliency
- Data management and quality
- Age of APIs: Treating data as an asset
- Making the business case for adoption of analytics
The program uses a highly innovative blended learning format including a mix of self-paced work through online learning, moderated discussions, hands-on exercises, and live virtual class sessions with Babson world-renowned faculty. Throughout the programme, participants also will have access to a state-of-the-art Pearson learning center in New Delhi.

Who should attend
The participants are expected to have at least 2 years of work experience. This programme is focused on business professionals who seek to incorporate data driven decisions in both daily and long-term strategies, enabling more effective business leaders.

Eligibility
The participants should have a Bachelor’s degree in Engineering, Science, Commerce or Arts.

Fee
Total Fee: INR 1,80,000 (including taxes)
## Program Curriculum and Course Topics

In addition to being a dynamic environment to learn, the Business Analytics for Managers in India curriculum will include the following course content with modules delivered either live or self-paced:

<table>
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<tr>
<th>Course Topic</th>
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<tbody>
<tr>
<td>Accomplishing Business Goals with Analytics</td>
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<tr>
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<tr>
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<td>The Value of Analytics</td>
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Upon completion, students will receive a certificate in Business Analytics for Managers in India from Babson Executive Education.
Dessislava Pachamanova: Dessislava (“Dessi”) Pachamanova is the Faculty Director of the Business Analytics for Managers in India programme. She is Professor of Analytics and Computational Finance and Zwerling Family Endowed Research Scholar at Babson College. Her research spans multiple areas, including risk management, predictive analytics, simulation, high-performance and robust optimization, and financial engineering. She has published dozens of articles in operations research, finance, marketing, engineering, and management journals, numerous book chapters, as well as three books in computational finance and portfolio risk management all part of The Frank J. Fabozzi Series in Finance, J. Wiley & Sons. Dr. Pachamanova’s academic research is supplemented by consulting and previous work in the financial industry, including projects with quantitative strategy groups at WestLB and Goldman Sachs. She teaches in the MBA and undergraduate programs at Babson, and co-designed Babson’s business analytics curricula in both programs. Dr. Pachamanova holds an AB in Mathematics from Princeton University and a PhD from the Sloan School of Management at MIT.

Abdul Ali: Abdul Ali is Associate Professor of Marketing at Babson College. His research, teaching, and consulting focus on Entrepreneurial Marketing, New Product Management, Marketing Analytics, Marketing Strategy and Marketing High-Tech Products. His work has appeared in Management Science, Journal of Product Innovation Management, Managerial and Decision Economics, Journal of Business Research, and Marketing Letters. Dr. Ali has taught in many executive education programmes involving executives, business persons and academicians from Ecuador, Finland, Hong Kong, India, Japan, Korea, Malaysia, Norway, Poland, Switzerland, Thailand, the UK and the US. He has also taught at the University of Maryland, College Park and Syracuse University. Dr. Ali has also served as Chair of the Marketing Division for six years (2000-2006) at Babson College.

Paul Benson: Paul Benson, an online marketer for over ten years has worked with Fortune 500 B2B and B2C companies across multiple verticals. He first established himself in the SEM space with iProspect, one of the most respected firms in the search engine marketing industry. He has also consulted for several small and medium-sized businesses, helping traditional marketing firms leverage online channels to increase sales for their clients. As the co-founder of Synapse SEM, Paul oversees the strategic direction and growth initiatives for all Synapse clients. He has hosted several webinars, written articles and conducted trainings focused on advanced paid search strategies and tactics to maximize efficiency. Paul earned his Bachelor of Science degree from the University of Rhode Island, and earned his MBA, cum laude, from Babson College.

Tom Davenport: Tom Davenport is the President’s Distinguished Professor of Information Technology at Babson College. He has directed research centres at Accenture, Ernst & Young, McKinsey & Company and CSC Index. Davenport wrote, co-authored and edited 12 books, including the first books on business process re-engineering, knowledge management and the business use of enterprise systems. He has written hundreds of articles and columns for publications such as Harvard Business Review, Sloan Management Review, California Management Review, Financial Times, Information Week, CIO and others. In 2003, he was named one of the top 25 consultants in the world by Consulting magazine; in 2005, he was rated the third most influential business and technology analyst in the world (after Peter Drucker and Tom Friedman), and in 2007, he was the highest-ranking business academic in Ziff-Davis’ listing of the 100 most influential people in the IT industry.

Ruben Mancha: Ruben Mancha is an Assistant Professor of Information Technology Management in the Technology, Operations and Information Management division at Babson College, and serves as faculty coordinator of the SAP University Alliances Program. He has taught graduate and undergraduate courses on business analytics, information technology, and enterprise systems. Dr. Mancha’s research is in the areas of business analytics and organizational sustainability. He has published his research in journals such as Decision Support Systems, Journal of Environmental Psychology, International Journal of Technology Transfer and Commercialisation, Journal of Information Technology Management, and Journal of Intelligent systems in Accounting, Finance and Management; and has contributed essays to a number of edited books, such as Contemporary Perspectives in Data Mining II and Encyclopedia of Research Design. Before completing his doctoral studies, Dr. Mancha held consulting and research positions in the food and biotechnology industries in Spain and the U.S.

Ganesan Shankaranarayanan: G. Shankaranarayanan (Shankar) obtained his Ph.D. in Management Information Systems from The University of Arizona, Eller School of Management. His research interests cover three primary areas: (1) Modelling and managing data and metadata in information systems, (2) Managing data quality for decision support and (3) Economic perspectives in data management. His research has appeared in journals, including Journal of Data Management, Decision Support Systems, Communications of the ACM, Communications of the AIS, Journal of Information Technology Management, Journal of Computer Information Systems, International Journal of Information Quality and IEEE Transactions on Knowledge and Data Engineering. His research has won the Best Paper award at the International Conference on Information Quality (ICIQ) and at the Workshop of Information Technology and Systems (WITS). He serves as the Area Editor of the International Journal of Information Quality and as an Associate Editor of the ACM Journal for Data and Information Quality. Shankar has taught several courses ranging from introductory courses in information systems to advanced courses in data management and systems design. He received the Computer World Laureate honour from the Computer World Honors Programme in 2008.

Philip Licari: Phil Licari comes to Babson following 30 years of experience with rapidly growing and early-stage Medical Device companies. Most recently, Phil has served as the Chief Operating Officer of ConforMIS, Inc., a venture-funded producer of patient-specific orthopaedic implants in Burlington, MA. Phil has also served as COO of the high-growth producer of home dialysis systems, NxStage Medical. He helped lead NxStage through its initial public offering and the scale-up of its global production and supply chain capacity. Phil’s earlier experiences include senior executive positions with Boston Scientific Corp and Roche Pharmaceuticals. Throughout his career, Phil’s functional specialisation has included global supply chain management, manufacturing operations and management of product development teams. Phil has an undergraduate degree in Biomedical Engineering and an MBA from the University of Chicago Booth School of Business.
For more information on the Business Analytics for Managers in India programme, please call our enrollment advisor at 1800-102-1584