



IBM Business Analytics Lab

Initiative of the Career Education Program



In collaboration with:
Lloyd Business School, Greater Noida



2 years Full-time programme

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

Short-term programmes

EXECUTIVE COURSES

Group Head

Prof. Vandana Arora Sethi

Programme Director

Prof. Satish K. Matta

Programme Leader

Sabeena Yousuf

Programme Convener

Ritika Khurana



Programme Duration

PGDM in Business Analytics : 2 years

Executive Courses : 2 to 6 months

LLOYD BUSINESS SCHOOL, GREATER NOIDA

The Lloyd Business School was founded in 2004, guided by the philosophy of combining theoretical knowledge with practical applications in order to create skilled, highly trained and employable professionals. We are able to fulfill this mission by having a strong Industry connect.

Located in a quiet and lush green campus spread over 10 acres in Knowledge Park – II, Greater Noida, Lloyd is an AICTE approved, co-educational, institute.

We constantly strive to achieve its objectives of delivering quality education to students while ensuring their professional development through Professional Development Programs, On-job-Trainings, Corporate faculty and exposure to multiple industries & sectors with which the institute has intensive tie-ups.

The strength of the Institute is in the niche and highly industry-integrated courses that it offers in the field of management under the combined aegis of renowned faculty members and highly respected corporate professionals. The Institute's proximity to some of the country's leading corporate houses & organizations provides an edge of integrating the classroom knowledge with professional experience.

IBM is the world's eighth-largest IT Company by revenue with operations in over 170 countries. Its next-generation solutions help organizations make sense of information in the context of their business and develop competent Business Analytics Solutions by providing faster, easier, smarter analytics. One of the premier products in the world of business analytics, IBM Watson is a platform that can uncover insights more quickly and more easily from all types of data—even big data—and on multiple platforms and devices.



Importance of Data Science & Analytics study

The Data Analytics market in India is growing at a fast pace, with companies and startups offering analytics services and products catering to various industries. Different sectors have seen different penetration and adoption of analytics, and so is the revenue generation from these sectors. Analytics, Data Science and Big Data industry in India is currently estimated to be \$2.71 billion annually in revenues, growing at a healthy rate of 33.5% CAGR. Analytics, data science and big data industry in India is expected to grow seven times in the next seven years. It is estimated to become a 20-billion dollar industry in India by 2025. Given such thriving prospects in this sphere, Lloyd as an institute which is committed to providing the best & modernized platform to the students sees this as an opportunity to train the students of analytics in the world-class manner.

The Global IBM-certified PGDM – Business Analytics Programme

The Post-graduate Diploma in Management (PGDM) in Business Analytics by Lloyd Business School, co-certified by IBM, provides an unmatched global opportunity for individuals to begin or shift their career in the exhilarating field of Business Analytics. This course, co-designed with IBM aims to provide in-depth knowledge of Business Analytics techniques and their applications in improving business processes and decision-making. The program has an industry-endorsed unique pedagogy that blends general management & analytics to make the aspirant Industry ready.

The programme will be spread over six trimesters over a period of two years with more than 200 contact hours with IBM experts and LBS faculty. It will cover a mix of foundational and core courses in the field of business analytics including Predictive as well as Descriptive analytics and R programming culminating in training sessions with IBM industry Consultants, in the IBM Lab at Lloyd Campus, to ensure the industry-readiness of the programme graduates. It shall focus on statistical and data mining techniques, such as Linear Regression, Logistic Regression, Forecasting, that can turn data into insights and furthermore into implementable action. It will involve extensive classroom instructions, guest lectures, case analysis, field work, project work, presentation, quizzes, industrial visits, seminars etc. along with hands on training at the IBM Business Analytics Lab at Lloyd on various Business Analytics tools.

Programme Objectives

By attending and successfully completing the requirements of the programme, the participants will be able to:

- Develop an overall vision of the field of Analytics
- Understand the design and application of various tools of Analytics
- Develop methodologies and practices for data analytics in various domains
- Attain managerial competence to help organizations derive significant implications from big data exploration

STUDENT TESTAMENT



Makhshaf Sheikh

PGDM-Business Analytics, 1st Semester
Background : B.Sc. (University of Mumbai)

“It is a platform where we learn and transform ourselves. Teachers are so kind and helpful they help us by each and every possible ways to enhance our career. I feel proud to be part of Lloyd family. It gives me immense happiness to share my experience with Lloyd to whom ever I meet. I feel proud for my college.”



“Students have been very dedicated of Lloyd in the IBM trainings, well done”

Ms. Jeenu, Senior Consultant IBM , Gurgaon.

The programme is co-designed by IBM & LLOYD keeping in view the fundamentals & practical knowledge required by the future data scientist to meet the demands of the Industry.

Functional Knowledge

- Principles and Practice of Management
- Managerial Economics
- Statistics For Business
- Financial Accounting For Managers
- Human Resource Management
- Research Methodology
- Organizational Behaviour
- Cost and Management Accounting
- Cost and Management Accounting
- Marketing Management
- Production and Operations Management
- Corporate Finance
- Operations Research
- Tax Planning & Management

Individual Competencies

- Human Values & Professional Ethics
- Business Communication
- Leadership Development
- Enterprise Budgeting and Planning
- Strategic Management

Focus on Analytics

- Foundations in Business Analytics
- Introduction to Spreadsheet
- Managerial Decision Making Tools
- Data Base & Query Language
- Predictive Analytics
- Advanced Excel
- Descriptive Analytics
- Big Data Analytics
- Introduction to Statistical Programming – R
- Data Science
- Social & Web Analytics
- Financial Modeling Structure Equation Modeling
- Modern Area Of Analytics

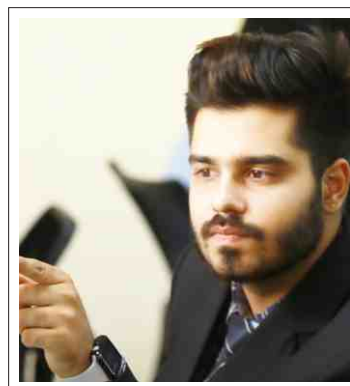
Business Environment

- Business Environment & Business Law
- International Business Management
- International Strategic Management
- Entrepreneurship and New Ventures

Prospective Recruiters :

SECTOR	COMPANIES
Analytics	IBM, Fractal Analytics, Musigma, Latentview Analytics, Blueocean, Datalicious, Hansa Cequity
Banking & Finance	Aditya Birla, Barclays, City Union Bank, HSBC, Madura Microfinance, Muthoot Fincorp, Scope International
Consulting	ADP, Cartesian Consulting, Deloitte, Ernst & Young, Teamlease, ZS Associates
E-Commerce	Amazon, Flipkart, Infoedge India, Olacabs, Swiggy, Uber
IT/ITES	Accenture, Capgemini, HCL, Hexaware, Infosys, ITC Infotech, L&T Infotech, Mindtree, TCS, Tech Mahindra, Wipro
Others	Camomile Healthcare, Manipal Education & Medical Group, Novartis, Royal Enfield, Shriram Properties, TAFE, Wheels India

STUDENT TESTAMENT



Madhur Verma

PGDM-Business Analytics, 1st Semester
Background : B.Com. (Delhi University)

“Lloyd is amazing; faculty and staff members are so nice and professional. Teachers are knowledgeable and supportive even the management is supportive and helpful that I am actually enjoying coming to the college everyday. “

PROGRAMME SCHEDULE

	MODE	DAYS	DATES	COMMENT
TRIMESTER I	On Campus	Mon-Fri	15 th June 2020 to 15 th June 2021	Academic lessons
TRIMESTER II		Sat		Corporate / Expert Lectures / Workshop on Analytical tools
TRIMESTER III				
SUMMER INTERNSHIP IN RELEVANT INDUSTRY			17 th June 2021 to 30 th July 2021	
TRIMESTER IV	On Campus	Mon-Fri	1 st August 2021 to 5 th November 2021	Academic lessons
		Sat		Corporate/Expert Lectures
TRIMESTER V	On Campus	Mon-Fri	10 th November 2021 to 1 st March 2022	Academic lessons
		Sat		Expert sessions
TRIMESTER VI	On Campus + Internship			Academic lessons & Practical Internships

*Dates are tentative

Corporate Faculty

Mr. Nitin Gupta
SENIOR CONSULTANT
IBM WATSON CUSTOMER ENGAGEMENT
IBM India Software Lab
BANGALORE, IN

Ms. Nivedita
TECHNICAL CONSULTANT
IBM Analytics & DATA SCIENCE
BANGALORE, IN

Mr. Manoj
SENIOR CONSULTANT
IBM WATSON CUSTOMER ENGAGEMENT
IBM India Software Lab
BANGALORE, IN

Ms. Jeenu Beniwal
SENIOR CONSULTANT
IBM WATSON
GURUGRAM, IN

Ms. Priyanka Paul Ganguly
SENIOR VICE PRESIDENT
STRATEGIC PLANNING &
BUSINESS DEVELOPMENT

Ms. Sonia Jaitley
CONSULTANT PSYCHOTHERAPIST

STUDENT TESTAMENT

"I love all the classes and it helps me to improve my personality and skills as well as knowledge. I am enjoying and looking forward for more interactive sessions."



Naina Aggarwal

B.Com. (Vinoba Bhave University)
PGDM-Business Analytics 1st Semester

PROGRAMME TEAM



Mr. Manohar Thairani
President, Lloyd

Mr. Thairani is a Chartered Accountant with a diverse and extensive experience of over 25 years in the fields of Business and Management. An industry professional, who was equally passionate about advancing the cause of education, saw a gap in the current education system for an institute that could engender industry ready professionals. He launched the Lloyd Group with a focus on embodying management principles, practices and politesse in the curriculum to ensure that a graduating student had the confidence to face the dynamic and demanding Indian industry.



Dr. VANDANA ARORA SETHI
Group Director

Vandana Arora Sethi is a Gold-medalist from Delhi University and holds a Ph.D. with work experience of more than 15 years, including industrial experience at Ranbaxy Research Laboratories, Gurgaon and at Smart Analyst Inc., Gurgaon.

She is confident, self-motivated, target-oriented and innovative with a zest for accomplishing the tasks with sincerity & dedication. She is strongly committed to progressive and innovative methodologies. Master of a sharp & analytical mind, she has the ability to see end to end keeping organization goals in mind, ability to evaluate and effectively focus on right target, strong communication & intra personal skills. She has a track record of achieving results consistently, has received several recognitions and team excellence appreciation awards from the various organizations. Aiming to take the Business Analytics programmes at Lloyd to great heights, she interacts with the IBM Experts personally and ensures that the students get the right learning with right technological know-how and at the right time.

Leading Lloyd the right way and keepings students first from the last 13 years at Lloyd, rof. Vandana is determined to take Lloyd to new heights and see that each Lloydian is an achiever.



SATISH KUMAR MATTA, Director

Presently heading the School of Business Management at Lloyd Group of Institutions, Dr. Matta has over 30 years of expansive academic experience. He is an acknowledged author and management researcher with a myriad of publications in the fields of Financial Institutions & Services, Working Capital, Tax Planning, E-business & Accounting and Business Regulations. He is a prolific writer with multiple books to his credit and over 35 research papers to his name in reputed national and International Journals.



SABEENA YOUSUF
Programme Leader

Sabeena Yousuf holds a Bachelors of Bunsiness Adminstration from University of Kashmir and MBA from prestigious University, Jamia Millia Islamia, New-Delhi. She has over two years of experience in managing a handicraft firm, dealing with client interactions, product development and marketing of the products. Ms. Yousuf is a Training & Placement coordinator at Lloyd Business School who aims for and works towards the holistic development of the students. Sabeena ensures balanced and timely engagement of students in academics & practical aspects of the programme. Working closely with various people internally & from the Industry, she coordinates for various personality development programmes, activities, events & visits. Her teaching interests include Consumer Behavior, Strategic Management & Business Communication.

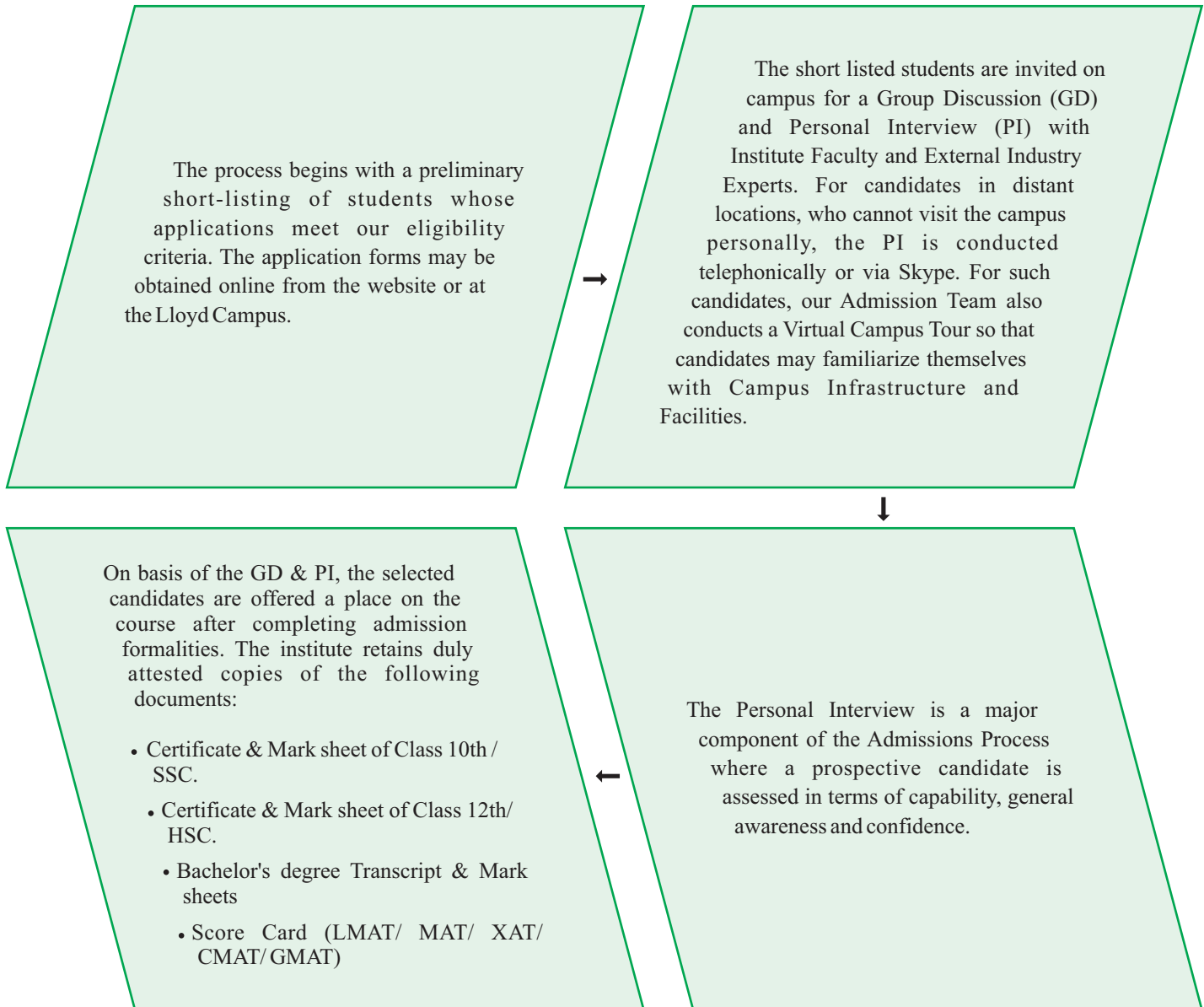


RITIKA KHURANA
Programme Convener

Ritika Khurana is a UGC-JRF qualified, MBA from BIMTECH & B.Tech in Electronics & Communication from ITM University. Certified in HR analytics, she has successfully derived insights from data & formulated strategies related to recruitment for an MNC. Equipped with knowledge of predictive analytics herself, she collaborates with Industry Experts from IBM & others to give the required exposure to students & bridge the skill gap ensuring that the students are industry ready. Prior to joining Lloyd Business School, she worked with Tata Consultancy Services as a Business analyst in Global Recruitment Services for 33 countries. She is also the founder of Perficio – an initiative to empower youth through soft skill training. Her teaching interests include Organizational Behaviour, Analytics & Human Resource.

ADMISSION DETAILS

Admissions process is based on a well – defined set of Eligibility Criteria that considers a student's previous academic performance, extra-curricular activities and individual personality.



Fees:

Programme fees are Rs. 6,00,000/- per student, which is payable in 3 installments as per the schedule indicated. The payment schedule is as follows:

Registration	At the time of admission	Rs. 50,000/-
INSTALLMENT I	At the time of Admission (to be paid with 15 days of taking admission)	Rs. 2,00,000/-
INSTALMENT II	1st December 2020	Rs. 1,75,000/-
INSTALMENT III	1st April 2021	Rs. 1,75,000/-

AWARD OF CERTIFICATE

IBM & LLOYD BUSINESS SCHOOL (AICTE) will award a joint certification to the students within 30 days upon having fulfilled the requirements of the programme and its successful completion.

IBM CERTIFIED EXECUTIVE COURSES

The Executive Program in Business Analytics (Weekends Only) is delivered in a blended learning format that causes minimum disruption to work schedule for working professionals. It is designed to provide in-depth knowledge of business analytics techniques and their applications in improving business processes and decision-making.

Eligibility

Graduate in any Discipline

Procedure

Interested candidates need to fill up an online application form and shortlisted candidates need to appear for a selection procedure at Lloyd Business School.

Weekend Classroom & Online Program	Expert Faculty & Trainers from IBM	Competent Course Structure designed by IBM	State of the art-business analytics lab	Economical Fee structure
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Specialization	Course I (80 hours)	Course II (40 hours)	Course III (40 hours)
	Data Scientist	Predictive Analytics Modeller	Business Intelligence Analyst
Programme Fees	INR 65,000	INR 35,000	INR 35,000

Data Scientist

The Data Scientist career path prepares students to use the Big Data platform and data governance in order to efficiently store and manage massive amounts of data. This will require skills in Big Data architecture, such as Hadoop, Map Reduce, Hbase, Big SQL and BigSheets. The Data Scientist will use tools to capture, store and analyze structured and unstructured data.

Predictive Analytics Modeler

The Predictive Analytics Modeler career path prepares students to learn the essential analytics models to collect and analyze data efficiently. This will require skills in predictive analytics models, such as data mining- CRISP-DM, data collection and integration, nodes, and statistical analysis. The Predictive Analytics Modeler will use tools for market research and data mining in order to predict problems and improve outcomes.

Business Intelligence Analyst

The Business Intelligence Analyst career path prepares students to learn the essential reporting software's to create management reports. This will require skills in reporting applications such as Data Filters, Data Graphics, SQL, HTML, and structured and unstructured data. The Business Intelligence Analyst will use tools to create reports, analyze, and monitor events to meet an entity's requirements.

For Admission/Application/Enquiry :

Lloyd Business School

Plot No.11, Knowledge Park 2, Greater Noida, Delhi-NCR, U.P - 201306

Call the Admission Counselor at +91 – 987-325-0790, 982-189-1830

E-mail: ibm.businessanalytics@lloydcollege.in | Web: www.lloydbusinessschool.edu.in