



IBM Business Analytics Lab

Initiative of the Career Education Program



Ladder Of Success

In collaboration with:
Lloyd Business School, Greater Noida



Group Director
Dr. Vandana Arora Sethi

Programme Director
Dr. Ashok Kumar Tiwari

2 years Full-time programme

POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

Experience the world
of Analytics with IBM



Programme Duration

PGDM in Business Analytics : 2 years

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 sessions 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 in integrating 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 a 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 industry expert like IBM, AWS, Celebal, other industry co-partners 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



Nikita Sharma

PGDM-Business Analytics

Pursuing PGDM Business Analytics from Lloyd Business School has been a game-changer for my career. I have gained first-hand insights into the nuances of what it's like working in the industry through the very rich and practically designed curriculum. Being adept at the current tools and technology, data mining, forecasting, predictive analysis, optimisation and much more has proven really beneficial for my upward growth and Lloyd business school has a major role to play in that.

"All the programs offered by Lloyd are very well organised and so well represented by industry. I was surprised to know that the Analytics batch just started, this will make for an exponential growth curve for students."

Ms. Aarti Sood
Europe Defence Automation
Leader, IBM

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

Ms. Jeenu
Senior Consultant IBM, Gurgaon

"Lloyd Institute entails an amazing overall environment. Received outstanding support from the management as well as the students. It'd really be a pleasure to visit again and share the knowledge with these exquisite minds."

Mr. Raman Puneet Singh
IBM Consultant

"The infrastructure of Lloyd Business School is world class. I have enjoyed my lecture and interaction with the students in the field of Artificial Intelligence, Machine Learning and Information sector."

Mr. Neeraj Gupta
Risk & Compliance Leader,
IBM Corporation

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
- Financial Management
- Marketing Management
- Production and Operations Management
- Corporate Finance
- Operations Research
- Tax Planning & Management

Individual Competencies

- Human Values & Professional Ethics
- Business Communication
- 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 | Power BI
- Data Science
- Social & Web Analytics
- Financial Modeling Structure Equation Modeling
- Modern Areas Of Analytics

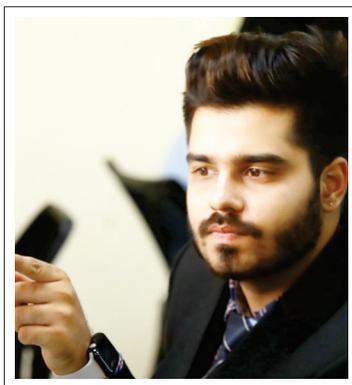
Business Environment

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

Prospective Recruiters :

SECTOR	COMPANIES
Analytics	IBM, Fractal Analytics, Celebal Technologies, Zigram, Algoscale, WNS, Vaco Binary, Rawmind
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

“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.”

ACADEMIC COLLABORATIONS AND CERTIFICATIONS

Lloyd Business School has been a foreground of an education system that lends a pragmatic approach to academia. To facilitate this, our curriculum is backed with robust industry connections that render a global, more personalized, and skilful experience to our business minds. Adequately demonstrating this approach in our teaching methodologies, Lloyd Business School has academic collaborations with IBM, Amazon web services(AWS) and Celebal technologies that ensure consistent upskilling, exposure to live and guided projects under industry stalwarts, and early briefings on the latest disruptive technologies through guest lectures and workshops. The certification courses under these companies have proven to be the launchpad for our management students into a steady and rewarding career.

IBM Developer Skills Network Private Instance



- Level 1-Fundamentals of Analytics
- Level 2-Intermediary Level of Analytics
- Level 3-Advanced Level of Analytics

More than 200 courses to be offered

AWS Certifications



- Cloud Foundation
- Machine Learning
- Foundation Data Analytics



- Power BI
- SQL
- Big Data

Competency based Certifications

- Advanced Excel
- Soft-skills Development / Digital Marketing
- Foreign Language

PROGRAMME TEAM



Mr. Manohar Thairani
President, Lloyd



Dr. Vandana Arora Sethi
Group Director



Dr. Ashok Kumar Tiwari
Director



Ms. Arati Sood
Europe Defence Automation
Leader, IBM



Dr. Neetu Kamra
Head - Centre of Data Analytics
& AI Initiatives



Dr. Ruchi Garg
Associate Professor



Ms. Neha Issar
Assistant Professor, IBM
Spark and Scala Certified,
Subject Matter Expert -SQL



Mr. Gagan Agrawal
Delivery Manager
IBM



Ms. Shefaly Dutta
Program Coordinator-
North & East Career Education



Ms. Jeenu Beniwal
Technology Lead & Subject
Matter Expert- Cognos



Mr. Nitin Gupta
IBM Watson
Customer Engagement



Ms. Khushbu Datwani
IBM Subject Matter Expert- Analytics
& Application Development



Mr. Manoj Bansal
IBM Consultant



Mr. Ishaan Vaid
IBM Subject Matter Expert-
Python and IOT



Ms. Rohini Matta
IBM SME-Cloud Computing,
Artificial Intelligence
and Analytics



Mr. Aman Bakshi
IBM Consultant



Mr. Raman Puneet Singh
IBM Consultant



Ms. Saloni Gulati
IBM Subject Matter Expert -
Cloud Computing



Ms. Diksha Pandit
IBM Subject Matter Expert-
BI Analytics, Design Thinking
& Cloud Computing



Mr. Aman Singh
IBM Consultant



Mr. Ompal Singh
Assistant Professor

CORPORATE RESOURCE CENTRE



Mr. Suchetan is a talent sourcing professional & an experienced leader known for his dynamic leadership style & revolutionizing contribution in Corporate Relations. He holds masters in Business Economics, Marketing & HR. He brings with him a wealth of experience of more than a decade across various industries and sectors.

Mr. Suchetan Trivedi
Head of Corporate Resource Centre

Ms. Vaibhavi Singh is a dynamic young professional with Human resource and Marketing background. Her core competencies include data creation, management and maintenance. As part of the Corporate Resource Centre she is the first Point-Of-Contact between the students and the department, connecting the right opportunity with the right candidate.



Ms. Vaibhavi Singh
Executive – T & P



Lloyd: The Vanguard of Exceptional Placements



Recruiters



PROGRAMME SCHEDULE

	MODE	DAYS	DATES	COMMENT
TRIMESTER I	On Campus	Mon-Fri	15 th June 2022	Academic lessons
TRIMESTER II			to	
TRIMESTER III		Sat	15 th June 2023	Corporate / Expert Lectures / Workshop on Analytical tools
SUMMER INTERNSHIP IN RELEVANT INDUSTRY			17 th June 2022 to 30 th July 2022	
TRIMESTER IV	On Campus	Mon-Fri	1 st August 2023	Academic lessons
		Sat	to 5 th November 2023	Corporate/Expert Lectures
TRIMESTER V	On Campus	Mon-Fri	10 th November 2023	Academic lessons
		Sat	to 1 st March 2024	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 P. Ganguly Senior Vice President Strategic Planning & Business Development	Mr. Hrishikesh Pathak Technical Consultant -IBM SPSS & Data Science IBM Gurugram, IN
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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.

The process begins with a preliminary short-listing of students whose applications meet our eligibility criteria. The application forms may be obtained online from the website or at the Lloyd Campus.

The short listed students are invited on campus for a Group Discussion (GD) and Personal Interview (PI) with Institute Faculty and External Industry Experts. For candidates in distant locations, who cannot visit the campus personally, the PI is conducted telephonically or via Skype. For such candidates, our Admission Team also conducts a Virtual Campus Tour so that candidates may familiarize themselves with Campus Infrastructure and Facilities.

On basis of the GD & PI, the selected candidates are offered a place on the course after completing admission formalities. The institute retains duly attested copies of the following documents:

- Certificate & Mark sheet of Class 10th/ SSC.
- Certificate & Mark sheet of Class 12th/ HSC.
- Bachelor's degree Transcript & Mark sheets
- Score Card (LMAT/ MAT/ XAT/ CMAT/ GMAT)

The Personal Interview is a major component of the Admissions Process where a prospective candidate is assessed in terms of capability, general awareness and confidence.

STUDENT TESTAMENT

"What's absolutely incredible about pursuing PGDM Business Analytics from Lloyd is the knowledge that I've learned beyond the curriculum. I can proudly say that I've fetched a 360° exposure into the industry through so many webinars by distinguished corporate leaders, faculty, certification courses, projects, visits, and whatnot! Business analytics is surely a very futuristic, rewarding, and highly in-demand course and I am grateful that I trusted Lloyd Business School with my higher education."



Naina Aggarwal
PGDM, Business Analytics

FEES STRUCTURE :

Programme fees is Rs. 6,75,000/- per student, which is payable in 3 installments as per the schedule indicated. The payment schedule is as follows:

	Registration	Rs. 75,000/-
INSTALLMENT I	At the time of Admission (to be paid within 15 days)	Rs. 2,25,000/-
INSTALLMENT II	1 st December 2022	Rs. 2,00,000/-
INSTALLMENT III	1 st April 2023	Rs. 1,75,000/-

AWARD OF DIPLOMA

Lloyd Business School(Approved by AICTE) will award a Post Graduate Diploma in Management to the students within 30 days upon having fulfilled the requirements of the programme and its successful completion

PLACEMENT PGDM-BA



Mohd. Shahnawaz Ghani



Manish Goel



Dinesh Singh Negi



Arunima Goel



Arunjay Kumar Singh



Harshit Upadhyaya



Amit Saini



Vikas Gupta



Kumar Manish Ranjan



Manisha Sarma



Rahul Boorji



Kothapalli Surya Teja



Ekta Jha

PRAKASH MAHAKUL & ASSOCIATES



Ritesh Kumar



Gourav Mangla



Chirag



Himanshu Srivastava



Mayank Chauhan



IBM Mastery Certified Students at Lloyd



Arvind Sharma

Certified
Business
Intelligence
Mastery



Certified
Predictive
Analytics
Modeler

Well versed in
SQL,PYTHON,R



Prashant Kumar

Certified
Business
Intelligence
Mastery



Certified
Predictive
Analytics
Modeler

Well versed in
SQL,PYTHON,R



Pallavi Sharma

Certified
Business
Intelligence
Mastery



Certified
Predictive
Analytics
Modeler

Well versed in
SQL,PYTHON,R



Lokesh Kumar

Certified
Business
Intelligence
Mastery 2018



Certified
Predictive
Analytics
Modeler

Well versed in
SQL,PYTHON,R



Ankit Sudan

Certified
Business
Intelligence
Mastery



Certified
Predictive
Analytics
Modeler

Well versed in
SQL,PYTHON,R



Madhur Verma

Certified Business
Intelligence
Mastery



Well versed in
SQL,PYTHON,R



Abhishek Haryal

Certified Business
Intelligence
Mastery



Well versed in
SQL,PYTHON,R



Naina Agarwal

Certified
Business
Intelligence
Mastery



Certified
Predictive
Analytics
Modeler

Well versed in
SQL,PYTHON,R

PROUD LLOYDIANS

GLOBAL IBM CERTIFIED ACHIEVERS OF MASTERY EXCELLENCE CERTIFICATION 2021



Arunjay Singh
Batch 2019-21



Ayush Aggarwal
Batch 2019-21



Arunima Goel
Batch 2019-21



Chirag Garg
Batch 2019-21



Harshmani Tripathi
Batch 2019-21



Himanshu Srivastava
Batch 2019-21



Jaipal Singh Bhandari
Batch 2019-21



Kothapalli Surya Teja
Batch 2019-21



Manisha Sarma
Batch 2019-21



Mohd. Shanhawaz Chani
Batch 2019-21



Nikhi Singh
Batch 2019-21



Nikita Sharma
Batch 2019-21



Pranjul Gupta
Batch 2019-21



Rahul Boorji
Batch 2019-21



Rahul Singh
Batch 2019-21



Rimi Barman
Batch 2019-21



Sanyog Vaidya
Batch 2019-21

**Well versed in Power BI,SQL,
Python & R**



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: 1800-123-8414

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