



**Terms & Conditions apply*

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Skills | Applications | Practices

JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act,1956

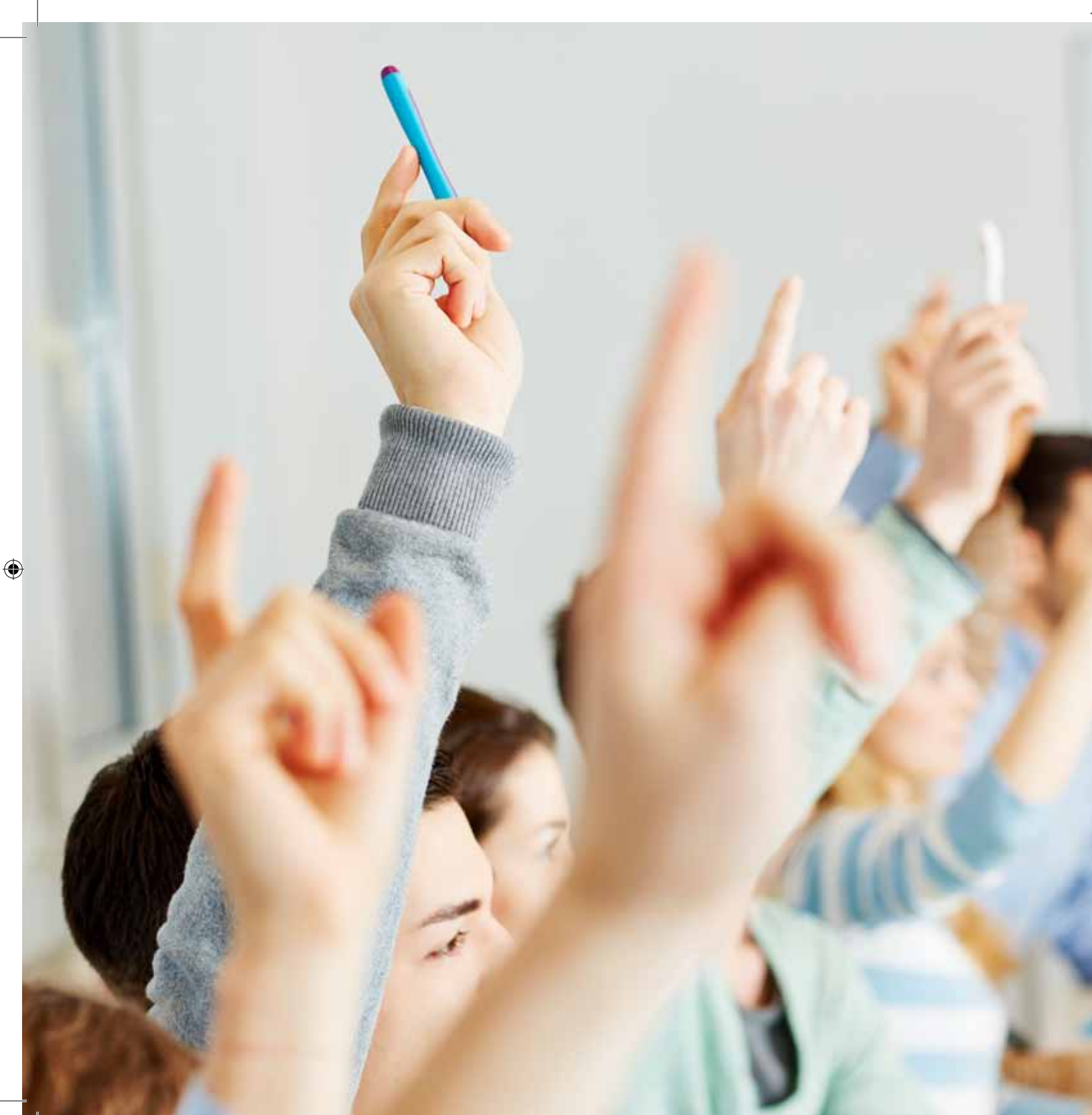
Two Year, Full Time **PGDM - Business Analytics** Programme





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About Jain University

Jain University (formerly Sri Bhagawan Mahaveer Jain College, SBMJC), is a leading higher education institution, declared deemed to be University under section 3 of the UGC act, 1956 by the Ministry of Human Resource Development of the Union Government, vide notification No.F-9-57/2007-U.3 (A) Ministry of HRD, GOI December 19, 2008 & July 24, 2009.

Jain University has been Ranked No. 2 among the top private universities and No. 17 among the top 50 universities in India by 'India Today - Best Universities Survey 2013'. Jain University is promoted by the Jain University Trust. The Jain University Trust is managed by the JGI Group, headquartered at Bangalore, which represents a cluster of 85 vibrant educational establishments. Founded 23 years ago, the Group is today home to over 45000 students and 4500 staff members, engaged at the P - 12, undergraduate & postgraduate levels across 64 campuses and centers of excellence.

Member of the Association of Indian Universities (AIU)

Jain University is a member of the Association of Indian Universities (AIU), which is an organisation and association of major universities of India to evaluate the courses, syllabi, standard and credits of foreign Universities and to equate them in relation to various courses offered by Indian Universities. AIU is mainly concerned with the recognition of Degrees/ Diplomas awarded by the accredited Universities in India and abroad for the purpose of admission to higher courses at Indian Universities.



Member of Association of Universities of Asia and the Pacific (AUAP)

Jain University is a member of Association of Universities of Asia and the Pacific (AUAP), whose primary purpose is to be a platform for interaction and collaboration among members and be the voice of universities in Asia and the Pacific.



Recognition

Jain University has been awarded the prestigious ISO 9001:2008 certification by TÜV Rheinland. The scope of the ISO Certification includes "Design and Development of Course Curriculum, Conduct of Examinations, Management of Evaluation process, Award of Degree Certificates, Management of Programme delivery at Undergraduate, Postgraduate and M. Phil / Ph. D / other Research Programme at constituent Schools and Research Centers as per UGC regulations".



About iNurture Education Solutions, Our Industry Partner

iNurture Education Solutions was established in the year 2005 with the goal of building a sustainable career launcher platform for students. iNurture stands for 'intelligent nurturing', which forms the foundation of its belief system and practice. iNurture innovatively combines formal higher education with career readiness under the guidance of leading industry experts. iNurture focuses on the fast growing industry verticals such as **Information Technology (IT Infrastructure, Information Security and Cloud Technology)**, **Mobile Applications**, **Creative Industries (Advertising, Branding, Media, Entertainment and Internet)**, **Graphic Design, Animation & Special Effects**, **Financial Services** and **Business Analytics**. Jain University and iNurture Education Solutions have come together to offer advanced career-ready undergraduate & postgraduates courses in these sectors.



Chairman's Message

'What gets measured gets managed'

- **Peter F. Drucker**, Management Consultant, Educator and Author

These words said long ago by the celebrated management guru get vindicated ever more profoundly in today's world as business organizations scramble for exploration and investigation of past business performance to gain insight and drive planning. Developing new insights through understanding of business performance based on data and statistical methods has far greater chance of producing robust business plans than deploying traditional methods of business intelligence.

Jain University brings in thought leadership with a blend of academic rigour and a hands-on applicability to real-world issues. The learning environment is enriched by a team of highly talented and motivated faculty, staff and a visionary leadership.

Education alone is not enough to excel in today's fiercely competitive and globalized world. We believe that knowledge is meaningful only when it is applied. The PGDM-Business Analytics Programme, offered with iNurture, our industry partner, combines the best in academic theory on the subject with practical, real life projects. This ensures that our students not only get outstanding learning experience but they also learn to apply the knowledge thus acquired.

The PGDM - Business Analytics Programme is designed to transform the students with numerical talent and analytical skills to successful managers in the lucrative and fast growing Business Analytics industry.

Best Wishes!

Dr. Chenraj Roychand

President - Jain University Trust &
Chairman - JGI Group

Vision:

To foster human development through Excellence in Quality Education, Research and Entrepreneurial Development

Mission:

To provide quality education, creating human Assets / Manpower and Intellectual capital

- To enhance research and development in different disciplines
- To develop new generation entrepreneurs who will be instrumental in fuelling economic growth
- To create able Leaders, Managers and Technocrats
- To foster an ethical environment founded on human values in which both spirit and skill will thrive to enrich the quality of life



About PGDM - Business Analytics

As the world gets ever more globalized, the customers get ever more discerning and the competition gets ever more intense, the criticality of Business Analytics becomes ever more pronounced. With wide range of competition, customer retention needs focused approach for almost all companies. Losing a single customer is a threat and adding even one is not an easy task. Business Analytics came as saviour that allowed companies to target customers at the right place and at the right time.

With the fast emergence and rapid growth of this sector, comes the demand for professionals who can be readily be absorbed into challenging and rewarding roles in it.

The two year, full time Post Graduate Diploma in Management – Business Analytics, from Jain University, is designed for graduates to develop the skills in the area of Business Analytics and apply them in solving real business problems faced by leading corporates. Over the two year duration of this unique Master's Programme, the students will learn eighteen specialized subjects in Business Analytics. Most business sectors have recognized the value of Business Analytics as it helps not only in driving them to compelling business solutions, but also in differentiating themselves within customers, investors and regulators. Large corporate houses like Walmart, Target, Citibank, ICICI Bank, Airtel, Vodafone are increasingly adopting analytics in their development processes. Consulting giants like PwC, IBM, Accenture, Infosys are not far behind as they too have large teams offering Analytics solutions to their clients.

With the global Business Analytics growing at a CAGR of 8% in a USD 105 billion market, there seems to be a huge global demand for it. Naturally, India itself with its surfeit of talent in this sector has become the next Analytics destination for organizations across the world.

Selection Criteria

The minimum qualification required to apply for PGDM – Business Analytics course is a bachelor's degree from a recognized university or equivalent with a minimum 50% aggregate marks and a high score in GMAT/CAT/XAT/MAT/ATMA/CMAT/AAT or any other acceptable management entrance examination. In case the applicant does not meet the latter criteria, he/she can appear for J-MAT (Jain University Management Aptitude Test) and score high in order to qualify for admission.

Career Opportunities

Looking at some very hard hitting statistics, we see how Business Analytics opens up doors for lucrative career opportunities.

For example, a study done by McKinsey Global Institute states that the analytics Industry is one of the fastest growing in modern times and it is poised to become a \$50 billion market by 2017.

With this sudden surge in the analytics industry, there is a tremendous increase in the demand for analytics expertise across all domains, throughout all major organizations across the globe.

It has thus been predicted that by the year 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions*.

* (Source: McKinsey Global Institute Report 2013)

Analytics as a Career Option in India

NASSCOM has estimated that from 50,000 today, the demand for Analytics professionals in India will grow to 2, 50,000 in the coming two to three years.

According to Analytics India Magazine (2013), India will remain the preferred destination for Analytics Outsourcing as compared to other Asian countries like Philippines and China. Analytics require skills that are not easily available in these countries. India's Analytics talent pool will be in high demand because of their process expertise and English language proficiency.

The table given below shows that Average Analytics salary at entry level is the highest among other industry sectors with a handsome level of Rs 5.6 lakhs per annum.

Average Salaries				
Experience	Avg Analytics	Avg IT	Avg In-House	Avg Niche
0 - 2 Yrs	5.6	5.5	5	4.5
2 - 5 Yrs	7	6.5	10	6.5
5 - 10 Yrs	12	13	22	9
10+ Yrs	23	20	26	16

Course Curriculum

Keeping in mind the high demand for skilled professionals in the analytics industry, the course curriculum is designed to expose students to all facets of Management – Marketing, Finance, Operations and HR, along with strong skills in Business Analytics.



PGDM - BUSINESS ANALYTICS (Two Year, Full Time)

Semester I

Subject Code	Subject	Credits			Marks			Total Marks
		T	P	Total	IA	CA	UE	
PGDM101	Management Concepts and Practices	3	-	3	30	-	70	100
PGDM102	Organizational Behaviour and HRM	3	-	3	30	-	70	100
PGDM103	Marketing Management	3	-	3	30	-	70	100
PGDM104	Accounting for Managers	3	-	3	30	-	70	100
PGDMS105	Specialization 1	3	-	3	30	-	70	100
PGDMS106	Specialization 2	4	2	6	30	20	50	100
PGDMS107	Specialization 3	6	-	6	30	-	70	100
TOTAL		-	-	27	-	-	-	700

Semester II

Subject Code	Subject	Credits			Marks			Total Marks
		T	P	Total	IA	CA	UE	
PGDM201	Financial Markets and Instruments	3	-	3	30	-	70	100
PGDM202	Introduction to Entrepreneurship	3	-	3	30	-	70	100
PGDM203	Management Decision Science	4	2	6	30	20	50	100
PGDM204	Business Finance	3	-	3	30	-	70	100
PGDMS205	Specialization 4	3	-	3	30	-	70	100
PGDMS206	Specialization 5	2	1	3	20	30	50	100
PGDMS207	Specialization 6	4	2	6	30	20	50	100
TOTAL		-	-	27	-	-	-	700

Semester III

Subject Code	Subject	Credits			Marks			Total Marks
		T	P	Total	IA	CA	UE	
PGDM301	Sales and Advertising Management	3	-	3	30	-	70	100
PGDM302	Consumer Behavior and CRM	3	-	3	30	-	70	100
PGDM303	Indian Economic Environment	3	-	3	30	-	70	100
PGDM304	Business Process Engineering	3	-	3	30	-	70	100
PGDMS305	Specialization 7	3	-	3	30	-	70	100
PGDMS306	Specialization 8	3	-	3	30	-	70	100
PGDMS307	Specialization 9	2	1	3	20	30	50	100
PGDMS308	Specialization 10	2	1	3	20	30	50	100
PGDMS309	Specialization 11	2	1	3	20	30	50	100
PGDMS310	Specialization 12	3	-	3	30	-	70	100
PGDMP1	Project I	-	-	3	30	-	50 (P) 20 (V)	100
TOTAL		-	-	33	-	-	-	1100

Semester IV

Subject Code	Subject	Credits			Marks			Total Marks
		T	P	Total	IA	CA	UE	
PGDM401	International Marketing	3	-	3	30	-	70	100
PGDM402	Corporate Governance and Business Ethics	3	-	3	30	-	70	100
PGDM403	Financial Modeling	3	-	3	30	-	70	100
PGDMS404	Specialization 13	3	-	3	30	-	70	100
PGDMS405	Specialization 14	3	-	3	30	-	70	100
PGDMS406	Specialization 15	3	-	3	30	-	70	100
PGDMS407	Specialization 16	2	1	3	20	30	50	100
PGDMS408	Specialization 17	2	1	3	20	30	50	100
PGDMS409	Specialization 18	3	-	3	30	-	70	100
PGDMP2	Project II	-	-	6	60	-	100 (P) 40 (V)	200
TOTAL		-	-	33	-	-	-	1100

Grand Total

Credits 120

Specialization - Business Analytics

Semester I

Subject Code	Subject
PGDMS105	DBMS and Data Warehousing
PGDMS106	Spreadsheet Modeling and Decision Analysis
PGDMS107	Statistics for Business

Semester II

Subject Code	Subject
PGDMS205	Introduction to Business Analytics
PGDMS206	Economic Analysis for Business Decisions
PGDMS207	SPSS for Research Methodology

Semester III

Subject Code	Subject
PGDMS305	Banking and Financial Services
PGDMS306	Data Mining for Business Analytics
PGDMS307	Multivariate Data Analysis – 1
PGDMS308	Advanced Analytics – 1
PGDMS309	Predictive Modeling using SAS
PGDMS310	Data Visualization

Semester IV

Subject Code	Subject
PGDMS404	Data Analysis and Business Modeling
PGDMS405	Big Data Analytics
PGDMS406	Business Intelligence
PGDMS407	Multivariate Data Analysis – 2
PGDMS408	Advanced Analytics-2
PGDMS409	Analytics with R

For Theory 1 credit = 10 learning hours | For Practical 1 credit = 30 learning hours

T = Theory | P = Practical | (P) = Project | (V) = Viva Voce

IA = Internal Assessment | CA = Continuous Assessment | UE = University Examinations

Campus Activities, Industry Visits & Study Tours



Seminar



Seminar



Industry Visit



International Study Tour



Seminar



Convocation



International Study Tour



Jainia



Convocation



Fun Trip



Jainia



Prize Winners

Career Progression Path*

Industry	Entry level (0-1 yrs exp.)	Mid Level (3-5 yrs exp.)	Advanced level (5 yrs plus exp.)
Average Salary	₹ 200,000 - 600,000	₹ 600,000 - 1300,000	₹ 1300,000 +
Any Sector	Junior Business Analyst	Senior Business Analyst Analytics Manager	Senior Manager Analytics Director Senior Director
	Junior Business Analyst	Mid-Level Business Analyst	Senior Manager Analytics Vice President Analytics
	Data Analyst	Senior Data Analyst Senior Manager	Director Senior Director
Self - employment	Compensation can be unlimited		

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Our Mentor



Dr. Vinod Kumar Murti
Specialist in Business Analytics

Dr. Vinod Kumar Murti is an industry-expert turned academician who has a vast experience of seventeen years in engineering industry and ten years in academics.

During his engineering career, Dr. Vinod Kumar Murti had served organizations such as Wesman Halverscheidt Forgings Ltd., LML Ltd., Roto Pumps Ltd., and Madhusudan Nippon Ltd. He had been to foreign countries such as Germany and Bahrain during his corporate stint.

Dr. Vinod Kumar Murti is at present associated with iNurture Education Solutions Pvt Ltd, Bangalore at the capacity of Academic Head – Financial Services. Prior to his present role he was associated with Dr Gaur Hari Singhania Institute of Management and Research, Kanpur as Area Head – Finance. He has been teaching subjects like Security Analysis and Portfolio Management and International Financial Management.

Dr. Vinod Kumar Murti was awarded Saraswati Sewa Puruskar by Lions International Club, Kanpur in year 2008 for his significant contribution in academics. He has won Second Prize in Best Doctoral Paper Competition in AIM'S 10th International Conference held at IIM-Bangalore during 6-9th January 2013.

Besides the domain of Finance, Dr. Vinod Kumar Murti has a special passion towards Data Analytics and he is currently engaged in writing a book on Multivariate Data Analysis. IBM has authorized him as a Certified Trainer for IBM-CEBT (Career Education for Business Transformation) in the area of Predictive Analysis.

Dr. Vinod Kumar Murti loves to share his knowledge about SPSS (Statistical Package for Social Sciences) and has conducted several workshops for corporates and FDPs on Data Analysis through SPSS.

His research interest lies in developing 'Corporate Bankruptcy Prediction' models using advance Data Mining tools like Neural Networks, Adaptive Boosting, Random Forests, Fuzzy Logics, Support Vector Machines and Genetic Algorithms.

Dr. Vinod Kumar Murti holds an Engineering Degree (B.E.) in Mechanical discipline, an MBA in Finance and Marketing and PhD in Finance.

Partial List of Our Placement Partners*



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