VIT
Business School

AACSB ACCREDITED

ACBSP GLOBAL BUSINESS ACCREDITATION

Certification in
Business
Analytics

- **Application Process**
- **Programme Structure**
- **Key Features**

About the course

If we consider the present in-demand skills, business analytics emerges as the foremost skill. This can be attributed to the pervasive use of the internet and the rapid pace of technological advancements. In this context, data and information assume a central role in the decision-making process, with user data gaining unprecedented significance. The sheer magnitude of data, coupled with its potential to either make or break an organization, underscores the crucial role played by business analytics. Business analytics encompasses a well-defined set of practices, technologies, skills, and services aimed at deriving meaningful insights for business development and addressing the challenges faced by businesses through the utilization of available data. With the multitude of tools now available for business analytics, organizations have the opportunity to leverage the combination of human intellect and the precision of these tools, potentially revolutionizing their operations. However, many organizations lack the expertise to effectively harness these tools, necessitating the presence of proficient business analysts to unlock the full potential of the data.

Why Business Analytics Certification?

For individuals with a penchant for numerical analysis, business analytics has emerged as a highly promising career choice. The current era is characterized by an abundance of information, and those who possess the ability to effectively leverage data stand to gain the most. It is now considered one of the most sought-after professions. While a professional degree is not a prerequisite for entering the field of business analytics, obtaining certification can greatly facilitate one's career prospects.

Course Objectives

- Learners will be able to make data-driven decisions to enable business growth and stay ahead of the competition.

- To develop a data mindset and the analytical skills to interpret and communicate data to solve business problems.

- To demystify data analysis and equip oneself with the required skills for strategic decision-making.

Key Features

- Certificate from VIT Business School, Vellore Institute of Technology (VIT), Vellore.

- State-of-the-art curriculum designed and delivered by expert faculty members.

- Classes will be delivered **offline** and supported by live projects.

Course Details

- Stay up to date with real-world business analytics applications.

- This Business Analytics course covers the in-demand concepts around business analytics such as statistical analysis, data visualization, predictive analytics, prescriptive analytics, machine learning, neural networks, and much more.

Learning Path

- Business Statistics and Data Modelling with R.
- Excel Modelling.
- Data Visualization.
- Business Analytics using Python.
- Social Media and Text Analytics

Skills Covered

- Excel
- R Programming
- Python
- Tableau
- Power BI
- SQL

Eligibility Criteria

- Pre final / third year B.Tech. students of VIT University, PG Students and PhD Scholars.
- No prior coding experience or technology know-how required.
- Learners should have an eagerness to apply course concepts to real business problems

Application Process

Step 1:

Visit: **www.bschool.vit.ac.in**

Step 2:

Submission of Application: **on or before 15.12.2023**

Step 3:

Application Review: **18.12.2023**

Step 4:

Admission: **20.12.2023**

Step 5:

Payment of Fee: **On or before 03.01.2024**

Admission Fee:

Admission Fee (Total): **Rs. 49000 + GST**

Batch Size:

60 Students

Program Cohorts:

Programme Induction: **06.01.2024**

Regular Class: **06.01.2024**

Program Structure

Course	Faculty	Date	Session	Module
Business Statistics and Data Modelling with R	Dr, Dilip	06.01.2024 (FN)	Session 1	Introduction to R – Syntax Scatterplot, Histogram, Box plot, Pie chart
		07.01.2024 (FN)	Session 2	Descriptive Statistics
		20.01.2024 (FN)	Session 3	Correlation Analysis Regression analysis
		21.01.2024 (FN)	Session 4	Time series Analysis Analysis of Variance
		03.02.2024 (FN)	Session 5	Factor Analysis
		04.02.2024 (FN)	Session 6	Cluster Analysis
Excel Modeling	Dr. Bijay Prasad Kushwaha	06.01.2024 (AN)	Session 1	A Foundation for Better Spreadsheets Good Use of Formulas and Functions
		07.01.2024 (AN)	Session 2	Absolute Referencing Lookup Function
		20.01.2024 (AN)	Session 3	Pivot Tables
		21.01.2024 (AN)	Session 4	Logical Functions Statistical Functions
		03.02.2024 (AN)	Session 5	Chart Data Techniques
		04.02.2024 (AN)	Session 6	Date / Time Functions Text Functions Using
Data Visualization	Dr. Suraj Kushe Shekhar	10.02.2024 (AN)	Session 1	Introduction to R – Syntax Scatterplot, Histogram, Box plot, Pie chart
		11.02.2024 (AN)	Session 2	Descriptive Statistics
		17.02.2024 (AN)	Session 3	Visualization foundations Visualization Techniques for Spatial Data
		18.02.2024 (AN)	Session 4	Visualization Techniques for Geospatial Data Visualization Techniques for Time-Oriented Data
		02.03.2024 (AN)	Session 5	Visualization Techniques for Multivariate Data
		03.03.2024 (AN)	Session 6	Visualization Techniques for Trees, Graphs, and Networks Text and Document Visualization Dashboard Design

Program Structure

Course	Faculty	Date	Session	Module
Business Analytics using Python	Dr. K. Mohamed Jasim & Dr. Bijay Prasad Kushwaha	10.02.2024 (FN)	Session 1	Introduction to Basics of Python for Machine Learning (Study Lab)
		11.02.2024 (FN)	Session 2	Introduction to Pandas NumPy Descriptive Statistics
		17.02.2024 (FN)	Session 3	Regression Algorithm Univariant
		18.02.2024 (FN)	Session 4	K Nearest Neighbors Support Vector Machine
		02.03.2024 (FN)	Session 5	Random Forest Algorithm
		03.03.2024 (FN)	Session 6	K -Means Clustering Principal Component Analysis
Social Media & Text Analytics	Dr. K. Mohamed Jasim	09.03.2024 (FN)	Session 1	Introduction, Keyword search The foundation for analytic
		10.03.2024 (FN)	Session 2	Social media data sources Data gathering in social media analytics
		16.03.2024 (FN)	Session 3	Classification Algorithms, Clustering Algorithms-Greedy Clustering Hierarchical clustering, k-means clustering
		17.03.2024 (FN)	Session 4	Transfer Learning in heterogeneous Networks Sampling of online social networks
		06.04.2024 (FN)	Session 5	Comparison of different algorithms used for mining
		07.04.2024 (FN)	Session 6	Tools for text mining

Course Instructors

Dr.Suraj Kushe Shekhar

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VIT Business School,
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Dr.D.Dilip

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Dr.Bijay Prasad Kushwaha

Assistant Professor,
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Application & Payment Link : *https://events.vit.ac.in/events/CCBA/*

For More Information:

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