

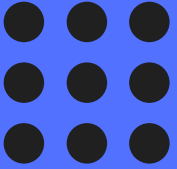
EXECUTIVE CERTIFICATION IN

BIG DATA ANALYTICS FOR BUSINESS MANAGEMENT

Batch 05



EDUCATION LANES
A Mahindra Group Initiative



Forbes

53% Of Companies Are Adopting Big Data Analytics



IDC Forecasts Revenues for Big Data and Business Analytics Solutions Will Reach \$189.1 Billion This Year with Double-Digit Annual Growth Through 2022

**McKinsey
& Company**

140,000–190,000 more deep analytical positions, and 1.5 million more data-savvy managers needed to take full advantage of big data in the United States by 2020

**McKinsey
& Company**

Demand for deep analytical talent in the United States could be 50 to 60 percent greater than its projected supply by 2018

Fact About Big Data



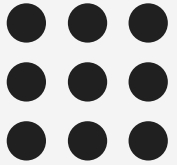
Program Objective

Applications of Big Data transcend disciplines. Use of predictive analytics pervades diverse disciplines as oil and gas, marketing and sales, sports, molecular biology, drug-designing, waste management, finance and the list is very long. Smart cities, for example, are the melting pot where variety of big data technologies mesh with one another to transform a city into a semi-intelligent being. In Marketing and Sales, for example, Big Data is fast emerging as a potent tool to gain deeper insights into Customer behavior and thereby act as a strong driver in spurring innovation. In manufacturing, operations managers are employing advanced analytics on historical process data to identify patterns and relationships among discrete process steps and inputs, and then optimize the factors that prove to have the greatest effect on yield. Application of computer vision

1. Be able to clean, transform and visualize the dataset to gain deeper insights and make it ready for analysis
 2. Be able to select a subset of appropriate machine learning algorithms that could be applied to get the desired predictive results
 3. Gain sufficient proficiency in tools necessary to implement algorithms
 4. Put to use relevant tools and techniques to get a reasonable predictive accuracy
 5. Apply the knowledge of image processing and image analysis to a wide array of disciplines such as health, process control, navigation and others.
 6. Should be able to himself install, setup and configure and experiment with a complete Hadoop and Kafka ecosystem
 7. Should be able to install, configure and be sufficiently familiar with the variety of NoSQL databases and decide for himself which one to use, when and how
- (e) and (f) are important objectives as they instill a sense of confidence in students in handling and experimenting with open-source technologies.

This course is project oriented: All tools, data and platforms including Hadoop-ecosystem and Kafka-streaming technologies necessary for learning data-analytics are provided to the participants in advance. There is a heavy emphasis on open-source technologies universally used almost throughout the industry.





ABOUT FORE SCHOOL OF MANAGEMENT

NEW DELHI

Foundation for Organisational Research and Education (FORE) is committed to the advancement of Management Education, Research, Training and Consultancy. Incorporated in 1981, as a non-profit institution, FORE has been working with industry and academia for developing new domains of managerial thought and education and contributing to building leaders in today's global business environment.

Located in the heart of South Delhi, FORE provides contextual learning and helps in the development of students as thinking professionals, who have the ability to meet the future challenges of tomorrow's corporate leaders. The programmes develop multiple skills including managerial decision-making, problem-solving, analytical reasoning, communications, creativity and innovation.

FORE takes pride in its professional and high-quality faculty, modern infrastructure, technology and resources- be it in the fields of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business.



WHO SHOULD ATTEND

1. Executive

Ambitious Executives (from Private/Public sectors) looking forward to sharpening their skills in making sense of data in order to innovate and add more value to their organization and to society.

2. Academicians

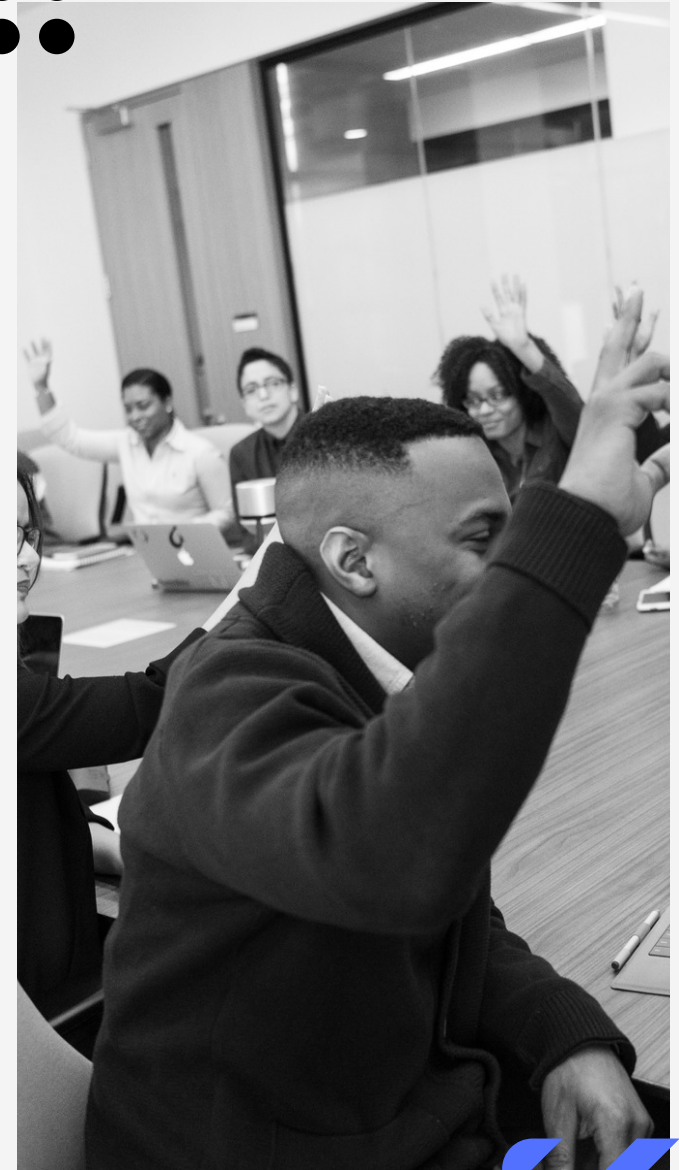
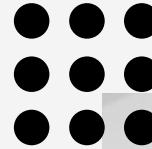
Lecturers and Professors for extending the horizon of their knowledge through deepening their research skills.

3. Data Scientists/ Developer

Techniques taught to them will have applications in a broad array of disciplines.

4. Students/Research Scholars

11nd year students currently enrolled in Engineering / PGDM/ MBA or any graduate or post-graduate program who have had an introductory course in statistics. These students can look forward to better placement opportunities with added skill set.





COURSE MODULE

TOTAL LEARNING HOURS - 179 HOURS

● **Introductory Business Statistics (18 Hours)**

- Measures of Central Tendency and Dispersion
- Probability Theory
- Measures of Association between two variables: Covariance and Correlation Coefficient
- Discrete and Continuous Probability Distributions.
- Central Limit theorem and its implications;
- Concept of confidence interval;

● **Business Analytics Capstone (20 Hours)**

- Python and Data Science Overview
- Data Acquisition, Exploration, and Inferential Statistics
- Data Visualization
- Regression Analysis
- Classification methods
- Multivariate methods;
- Support Vector Machines
- Neural Networks

● **Data Mining & Data Analytics (133 Hours)**

- Machine Learning Algorithm
- Hadoop & Kafa Eco System
- No Sql & Graph Database
- Deep Learning, AI & Computer Vision

● **Web Analytics (8 Hours)**

- Basics of Web analytics
- Analytic techniques and Tools
- Web Data Analysis and Web Data Visualization

Click to Apply



PROF. ASHOK HARNAL, PROGRAM COORDINATOR

Prof. Ashok Kumar Harnal: Graduated from IIT Delhi in Electronics and Communication; M. Phil with Distinction from Punjab University, Chandigarh, and MA (Economics) from Punjabi University. Expert in Big Data, Data Analytics and Deep Learning, both on the technology side as also on Analytics side. Extensively taught faculty and students on the subject of big data technology and analytics. Has been associated with University of California, Riverside, US, in one of the Executive Education programs on Big Data and Data Analytics for last three years. Participated in various machine learning projects with real world data in areas of business, environment, marketing and advertisement. Conceived, planned & implemented in Defence Estates three country-wide information systems: a) Raksha Bhoomi to computerize land records; b) Knowledge Management of land-title related files/maps in all Defence Estates offices; and c) Setting up of a Disaster Management organization, Archival Unit and Resource Center, at Delhi and at Pune for safe storage of land-title related records in paper, digital & microfilm forms. Authored two books: one on Programing Games on Computers and the other on Linux Applications and Administration; both books have been published by Tata McGraw-Hill.



PROF. KEMAL OFILUS, PROFESSOR AT UCR

Capstone Project Faculty covering Python module, Ex-rocket scientist. Highly motivated and versatile data scientist with fifteen plus years of proven analytics performance. Skilled at building effective and productive working relationships with customers, team members, executive management. Excellent time management, negotiation, interpersonal and presentation skills. A talent for analyzing problems, developing simplified procedures, and finding innovative solutions those improve operating efficiency and lower costs for customer. Successful in bringing methods long have been used in engineering and scientific communities to business customers and decision makers



**DR. JITENDER
DAS**

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**PROF. RAKHI
TRIPATHI**

[View Profile](#)



**PROF. HITESH
ARORA**

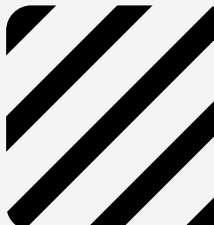
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**PROF SUNITA
DANIELS**

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PROGRAM FACULTY



COURSE DETAILS



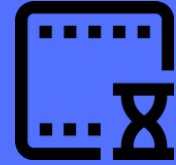
COURSE FEE

INR 65,500
+ GST



CLASS TIME

Sat & Sun
10:30 am to 01:30 pm



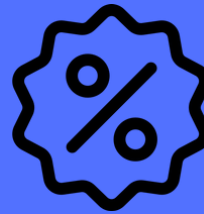
COURSE DURATION

6 MONTHS



3 EASY EMI

Ist Emi - INR 10,500 + GST
IInd Emi - 32500 + GST
IIIrd Emi - 22500 + GST



EARLY BIRD DISCOUNT

INR 5,000



LUMP SUM FEE

INR 55,500 + GST

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ABOUT EDUCATION LANES

Education Lanes is Tech Mahindra Growth Factories' initiative that offers certificate programs from premier institutes on a virtual platform. Education Lanes offers a comprehensive direct-to-device education suite with real-time interactive and participative virtual classroom sessions



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Contact Us



*** Terms & Condition Apply.** Any request for refund of registration fees on account of valid reason prior to the closure of registrations or 10 working days before the date of course commencement whichever is earlier, the amount paid shall be refunded with a deduction of ₹5,000 + applicable taxes. For more info visit www.educationlanes.com

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