

How to apply?

Students with a graduate degree in any stream can apply for the program.

Students currently pursuing MBA can apply for this certificate program.

A certificate will be awarded upon successful completion of the program.

For more details and downloading application forms, visit www.smgpup.ac.in



Contact us:

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School of Management Studies
Punjabi University, Patiala



**Certificate Course in
Business Analytics (CCBA)**

**CCBA Brochure
2014**

School of Management Studies
Punjabi University, Patiala

OVERVIEW:

The School of Management Studies (SMS) established in 1969, is an institute par excellence serving with the objective of providing quality management education and catering the corporate world. The CCBA program initiated by SMS is a must for business professionals to keep them competitive in the present market. This certificate program will help the participants to enhance their analytical skills in order to effectively analyze the business data. The main focus area of this program will be the practical implementation of various analytical tools and techniques using popular software's like SQL Server, R and Hadoop.

QUICK FACTS:

- July to December
- Regular classes
- Tuition fees*: ₹ 20,000
- Total Seats: 60
- Duration: 6 months
- Application fee: ₹1000
- No background in statistics required

*Note: If a student has taken admission in any course of the University Campus and has deposited the following fees and also taken admission in any Certificate Course, he/she will not be required to deposit the following charges again: 1. Registration fee 2. Student security 3. Library security 4. Accidental insurance policy 5. Bus pass

HIGHLIGHTS OF THE PROGRAM:

The CCBA program in analytics will enable the participants to :

- Identify which analytical tool is best suited for a particular business problem.
- Gain better customer and employee insights
- Understand how to drill down the available data to develop actionable insights in different functional areas

- Gain working knowledge of multiple analytics software: R, Hadoop and SQL Server
- How to apply descriptive analytics and predictive analytics to optimize business functions.

WHAT WILL YOU GAIN?

The program is divided in three modules and the topics covered under each module are:

