



Indian Institute of Management Lucknow

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IIM Lucknow & Kelley School of Business, USA to jointly offer a Certificate Programme in Business Analytics for Executives

Cutting Edge Business Analytics Knowledge using unique blend of Online and In-Class Education

In the year 2013, Indian Institute of Management, Lucknow and Kelley School of Business, Indiana University, USA started one year certificate programme in business analytics for executives (CPBAE)

The certificate programme combines business strategy, business analytical tools and applications of analytics in selected business areas, namely finance, marketing and operations. The purpose of this programme is to develop skills and a mindset for participants that will allow them to identify and seize business opportunities using business analytics tools. The programme has both in-residence and online learning channels so that participants need not take long breaks from their work but at the same time get benefits of a continuous learning environment. The programme is jointly taught by faculty from IIM Lucknow and Kelley School of Business, USA and on-campus modules are conducted from IIM Lucknow campus. The programme consists of mandatory on campus residency requirement and rest is delivered over Internet via ANGEL course management system.

A valediction programme was organised on successful completion of the 2nd batch. The valediction recognized the efforts of 26 participants. The ceremony was chaired by the Director, IIM Lucknow Prof. Rajiv K. Srivastava; M.A. Venkataramanan, Vice Provost for Strategic Initiatives, Indiana University; Chairperson MDP IIML, Prof. Jabir Ali along with the Programme Directors, Prof. Amit Agrahari and Prof. Gaurav Garg.

Mr. Mohammed Jawed Khan, Business Analyst with Abdul Latif Jameel Group in Jeddah, a participant of the programme said: "CPBAE- a great experience. The course is itself a challenge on its own, being run from two campuses, one of them we see only through our web browser using a tool called Angel. IIM provided the foundation of Analytics where as Kelly School of Business provided the real life Analytics application and a glimpse to the infinite world of possibilities-How do we take decision based on data, how do we predict churn, how pricing works, how to develop complex models related to operation, finance marketing. On top of that was the challenge of working in a team on projects with a strict deadline, to be organized through net. The enthusiasm of each of the team members was unparalleled. Busy

mid-career professional pushing themselves, and by the end of the course, speaking the language of statistics. The residency part gave us the opportunity to interact with fellow members and faculty, an invaluable experience.”

Another participant Mr. Amit Sharma, GM Quality Process Improvement, The Times of India BCCL said: “Certificate Program in Business Analytics for Executives is unique course available in India which combines business strategy, business analytical tools, and applications of analytics. I am personally enlightened with learning and hands-on case studies which improved my BA skills significantly creating breakthroughs in organisation. The course offered great learning through jointly taught by highly experienced faculty from IIM Lucknow, India and the Kelley School of Business, Indiana University, USA. A combination of class room and an online learning platform offered me strong flexibility as I could also attend online classes.”

Speaking on the occasion, Prof. Rajiv K. Srivastava, Director, IIM Lucknow said, “We have received encouraging feedback for this programme. Given the demand for the programme both IIM Lucknow & Kelley School of Business, Indiana University have decided to run two batches of Certificate Programme in Business Analytics in a year. The next batch is scheduled to begin from March 2015.”

Details of the CPBAE is available on our website:

http://www.iiml.ac.in/?page_id=3455

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