CERTIFICATION IN
APPLIED BUSINESS ANALYTICS

Offered by

CHRIST
(DEEMED TO BE UNIVERSITY)
LAVASA, PUNE, INDIA

In Collaboration with

EDUEDGE PRO
GLOBAL EDTECH INSTITUTION
FINTECH | ANALYTICS | INVESTMENT BANKING | CAPITAL MARKETS

Other University Partners,
Certifications & Collaborators

Harvard Business School Online

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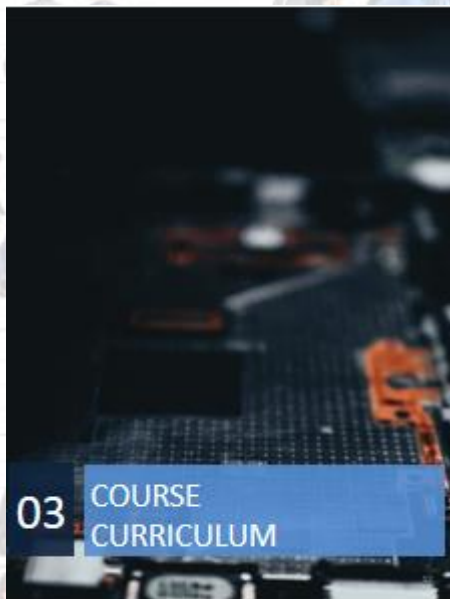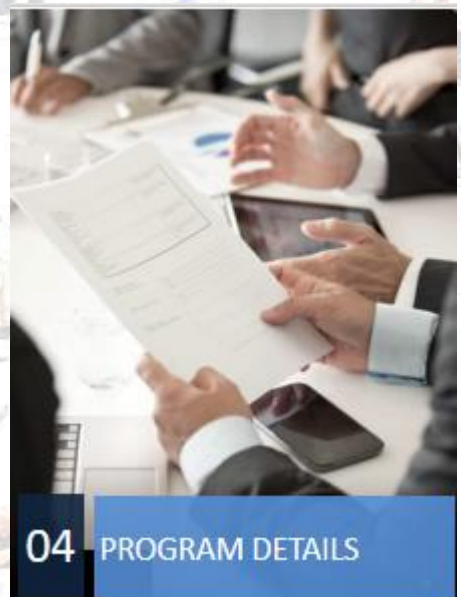
01 PROGRAM COVERAGE

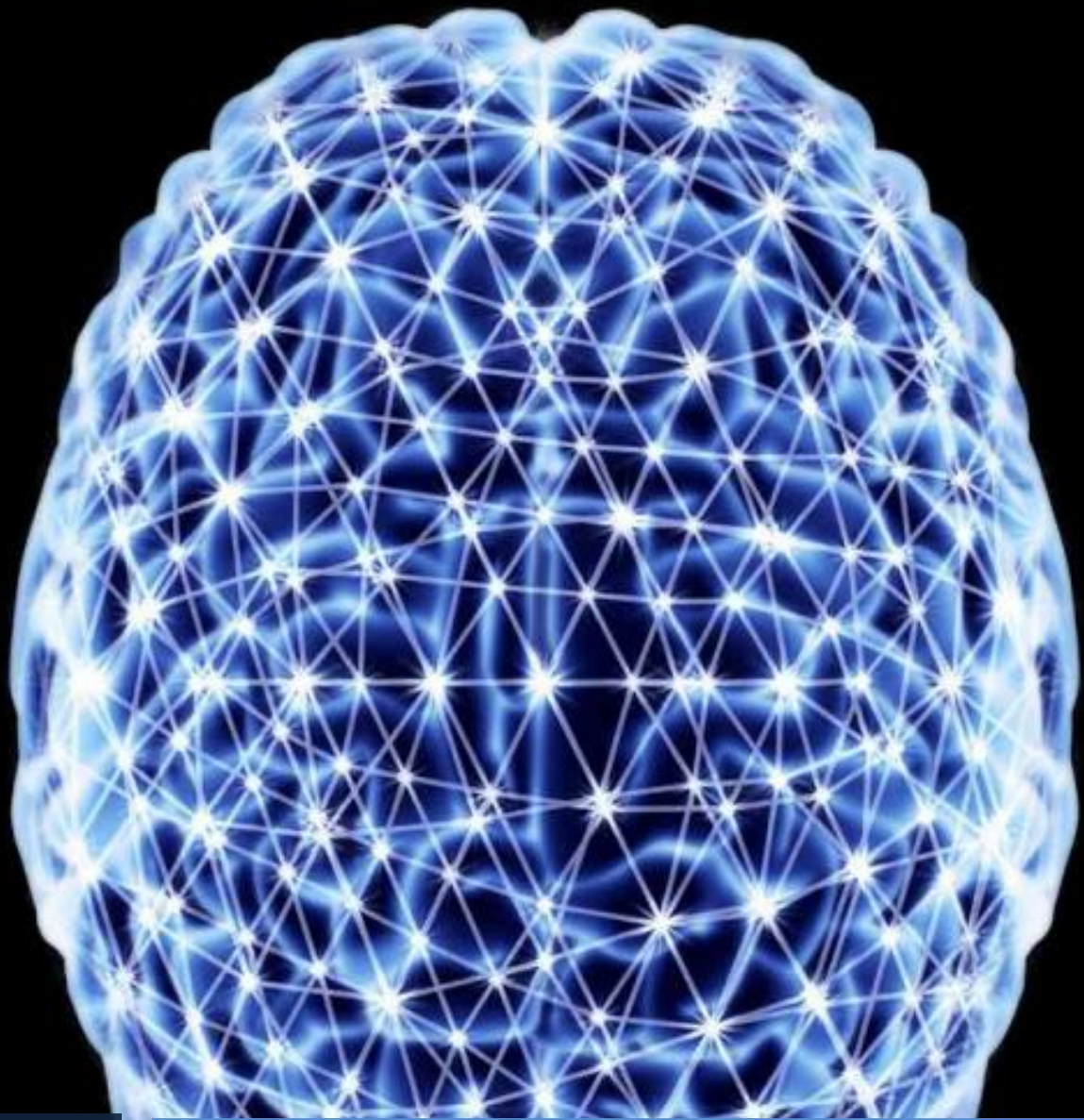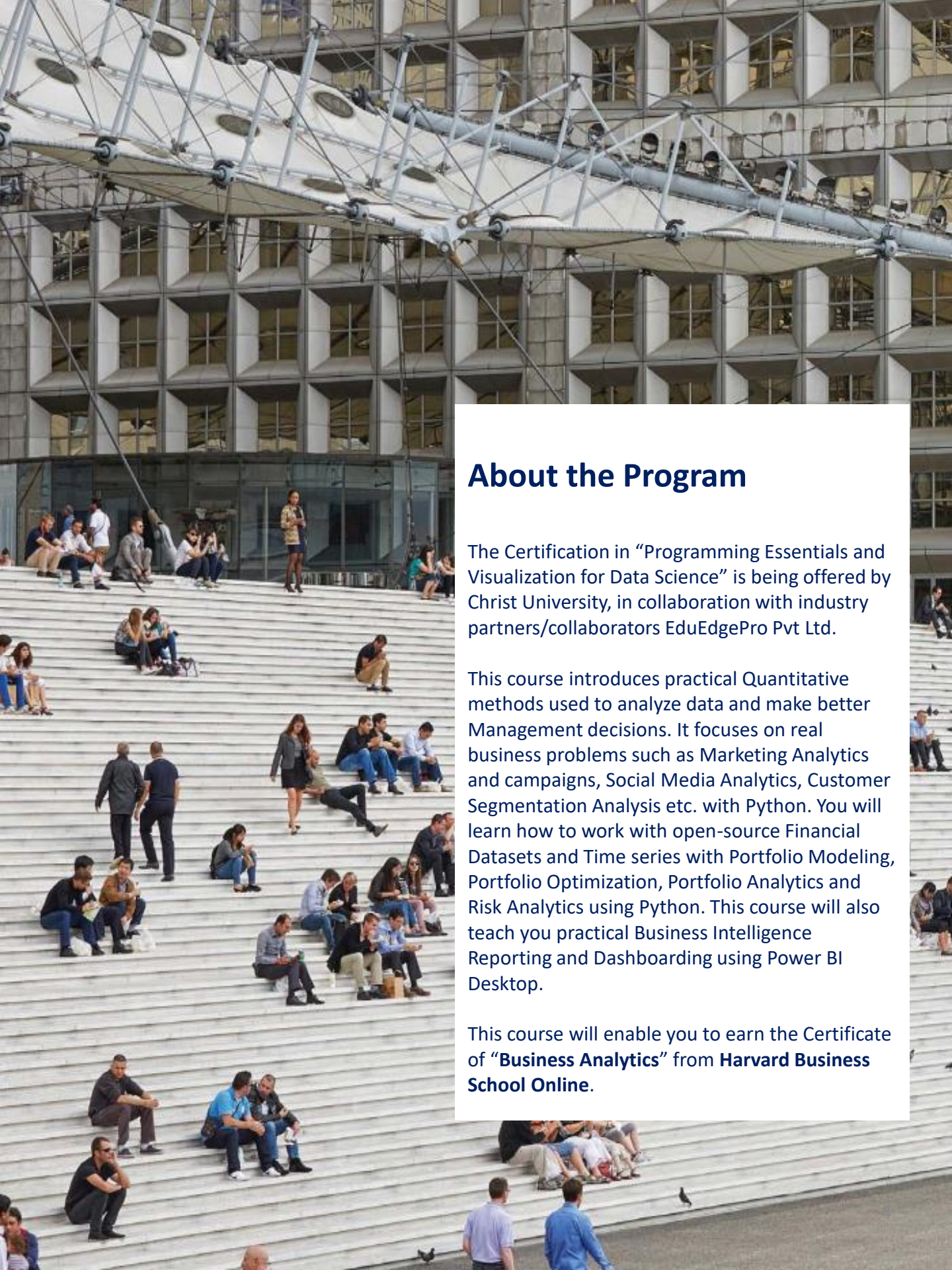# About the Program

The Certification in "Programming Essentials and Visualization for Data Science" is being offered by Christ University, in collaboration with industry partners/collaborators EduEdgePro Pvt Ltd.

This course introduces practical Quantitative methods used to analyze data and make better Management decisions. It focuses on real business problems such as Marketing Analytics and campaigns, Social Media Analytics, Customer Segmentation Analysis etc. with Python. You will learn how to work with open-source Financial Datasets and Time series with Portfolio Modeling, Portfolio Optimization, Portfolio Analytics and Risk Analytics using Python. This course will also teach you practical Business Intelligence Reporting and Dashboarding using Power BI Desktop.

This course will enable you to earn the Certificate of "**Business Analytics**" from **Harvard Business School Online**.

DATA SCIENCE
PLATFORMS
YOU WILL LEARN

Datawrapper

Power BI

FusionCharts

python

R

tableau

data iku

solver

02 WHY THIS PROGRAM

**BUSINESS ANALYTICS:
WHAT IT IS & WHY IT'S
IMPORTANT**

What is Business Analytics?

Business analytics is a powerful tool in today's marketplace. Across industries, organizations are generating vast amounts of data which, in turn, has heightened the need for professionals who know how to interpret and analyze that information.

Scope

According to a recent study by Micro Strategy, companies worldwide are using data to: Boost process and cost efficiency (60 percent) Drive strategy and change (57 percent) Monitor and improve financial performance (52 percent) The research also shows that, over the next three years and beyond, 71 percent of global enterprises predict their investments in analytics will accelerate.

Career

LinkedIn lists business analysis as one of the skills companies need most in 2019, and the Bureau of Labor Statistics projects operations research analyst jobs to grow by 27 percent through 2026—a rate much faster than the average for all occupations.

CERTIFICATIONS

Harvard Business School Online

Business Analytics

Develop a data mindset and the analytical skills to interpret and communicate data while applying concepts to real business...

Apply Fundamental Data Analysis to Real Business Problems

Business Analytics will help demystify data and strengthen your analytical skills. Beginning with basic descriptive statistics and progressing to regression analysis, you'll implement analytical techniques in Excel and apply fundamental quantitative methods to real business problems—from performing A/B testing on a website to using sampling to check warehouse inventory.

PROGRAMMING ESSENTIALS AND VISUALIZATION FOR DATA SCIENCE

1

APPLIED STATISTICS FOR DATA SCIENCE USING R/PYTHON

2

MACHINE LEARNING AND PREDICTIVE MODELLING FOR DATA SCIENCE

3

APPLIED BUSINESS ANALYTICS

Harvard Business School Online

4

APPLIED BIG DATA ANALYTICS

Google Certified Professional

5

CERTIFICATIONS
ROADMAP

Positioning of this certificate program in broader PG Diploma Program

APPLIED BUSINESS ANALYTICS

Harvard Business School Online

Business Analytics

Develop a data mindset and the analytical skills to interpret and communicate data while applying concepts to real business...

— **WHAT YOU EARN** —

Harvard Business School Online

Jenny Nguyen

has successfully completed the
Harvard Business School Online Certificate Program

BUSINESS ANALYTICS

This certificate program introduces quantitative methods
used to analyze data and make better management decisions.

Janice H. Hammond.

CERTIFICATE OF COMPLETION
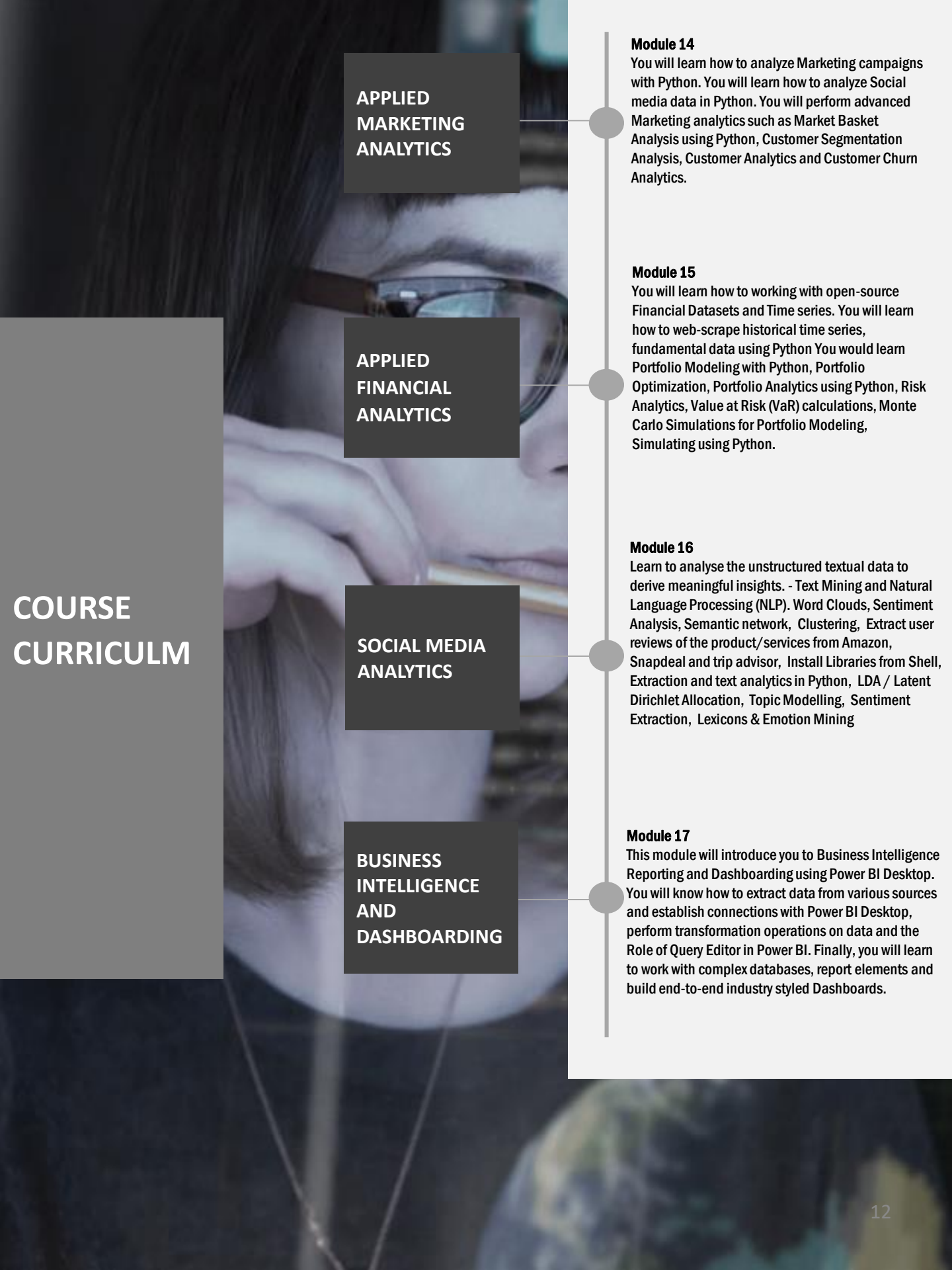
03 COURSE CURRICULUM

COURSE CURRICULM

APPLIED MARKETING ANALYTICS

Module 14

You will learn how to analyze Marketing campaigns with Python. You will learn how to analyze Social media data in Python. You will perform advanced Marketing analytics such as Market Basket Analysis using Python, Customer Segmentation Analysis, Customer Analytics and Customer Churn Analytics.

APPLIED FINANCIAL ANALYTICS

Module 15

You will learn how to working with open-source Financial Datasets and Time series. You will learn how to web-scrape historical time series, fundamental data using Python You would learn Portfolio Modeling with Python, Portfolio Optimization, Portfolio Analytics using Python, Risk Analytics, Value at Risk (VaR) calculations, Monte Carlo Simulations for Portfolio Modeling, Simulating using Python.

SOCIAL MEDIA ANALYTICS

Module 16

Learn to analyse the unstructured textual data to derive meaningful insights. - Text Mining and Natural Language Processing (NLP). Word Clouds, Sentiment Analysis, Semantic network, Clustering, Extract user reviews of the product/services from Amazon, Snapdeal and trip advisor, Install Libraries from Shell, Extraction and text analytics in Python, LDA / Latent Dirichlet Allocation, Topic Modelling, Sentiment Extraction, Lexicons & Emotion Mining

BUSINESS INTELLIGENCE AND DASHBOARDING

Module 17

This module will introduce you to Business Intelligence Reporting and Dashboarding using Power BI Desktop. You will know how to extract data from various sources and establish connections with Power BI Desktop, perform transformation operations on data and the Role of Query Editor in Power BI. Finally, you will learn to work with complex databases, report elements and build end-to-end industry styled Dashboards.

HBS CURRICULUM

Harvard Business School Online

DESCRIBING AND SUMMARIZING DATA

Module 1
- Visualizing Data
- Descriptive Statistics
- Relationships Between Two Variables

SAMPLING AND ESTIMATION

Module 2
- Creating Representative and Unbiased Samples
- The Normal Distribution
- Confidence Intervals
- Amazon's Inventory Sampling

HYPOTHESIS TESTING

Module 3
- Designing and Performing Hypothesis Tests
- Improving the Customer Experience

SINGLE VARIABLE LINEAR REGRESSION

Module 4
- The Regression Line
- Forecasting
- Interpreting the Regression Output
- Performing Regression Analysis
- Forecasting Home Video Units

MULTIPLE REGRESSION

Module 5
- The Multiple Regression Equation
- Adapting Concepts from Single Regression
- Performing Multiple Regression Analysis
- New Concepts in Multiple Regression
- The Caesars Staffing Problem

04 PROGRAM DETAILS

Program Coverage

This course This course introduces practical Quantitative methods used to analyze data and make better Management decisions. It focuses on real business problems such as Marketing Analytics and campaigns, Social Media Analytics, Customer Segmentation Analysis etc. with Python. This course will enable you to earn the Certificate from Harvard Business School Online

3-Months Weekend Program

The Program would be offered on the weekends to enable optimal learning to those participants who are working in the Industry.

Industry Partners

Our certification partners , HBS would provide you the appropriate domain and industry expertise to Business Analytics

Careers and Placement help

Our program would fast track your career progression in Business Analytics through our dedicated Placement Assistance and Industry Networking

PROGRAM HIGHLIGHTS

PEDAGOGY

Blended Learning

The Program would offer an optimal blended mix of On campus bootcamp sessions, online sessions, self-paced sessions to maximize learning

Project & Live Lab

The Project gives you the opportunity to apply Business Analytics concepts

Industry-oriented curriculum

Industry focused curriculum offered in a flexible online blended interactive format that works for busy professionals.

One of the first institutions in India to be accredited in 1998 by the NAAC, and subsequently in 2004 and 2016, CHRIST University has the top grade 'A' in the 4-point scale. It has consistently ranked among the top ten for UG courses in surveys done by the India Today group, having specialized program offerings across Data Science, Analytics, Capital Markets, and FinTech.

The multi-disciplinary University which focuses on teaching research and service offers Bachelors to Doctoral programs in Humanities, Social sciences, Science, Commerce, Management, Engineering, Education, and Law to over 25000 students.

United Nations Academic Impact (UNAI) membership has added Christ University to the UNAI team of 1470 institutions in 146 countries, who are working with the United Nations to promote global priorities, including peace, human rights, and sustainable development.

EDUEDGE PRO is an EdTech initiative, founded by Mr. Harjeet Singh, a Stanford Alumnus and Financial Mathematician.

EduEdge Pro provides Skill Development and Skill Enhancement education in specialized domains within BFSI, Data Science, Analytics, FinTech, Capital Markets and Algorithmic Trading in order to bridge the gap between academia training and industry needs and to provide Upskilling.

EduEdge Pro conducts corporate training programs for leading global investment banks, asset management firms, financial institutions, exchanges and brokerage houses.

It works with leading educational institutions and universities in providing end-to-end solutions such as Centre of Excellence, Financial Research Lab and Specialization Curriculum Tracks.

PROGRAM
PARTNERS

PROGRAM
CHAIR

HARJEET SINGH
Program Chair

Harjeet has been a serial entrepreneur in FinTech, EdTech and Capital Markets and is a Financial Mathematician and Alumnus of Stanford University. He has a rich and varied experience in Global Markets & Risk, Investment Management, Sales & Trading, Algorithmic Trading, Quantitative Finance and Management Consulting across international financial institutions, banks, MNCs such as Morgan Stanley, Nomura, Standard Chartered Bank, Merrill Lynch and Accenture Consulting.

He is the Founder-Director, Global CIO and Board Member of Stelios Asset Management, a global Hedge Funds across India, Mauritius and Dubai. He is also Founder-Director of EduEdge Pro, a leading EdTech company. He is a leading industry expert in Algorithmic Trading, FinTech and Analytics. He also consults the Ministry of Finance on matters related to policy frameworks in Capital Markets

Global Charters
He has received the CFA, FRM, CAIA and PRM International charters and is a member with international associations such as CFA Institute, Global Association of Risk Professionals (GARP), Chartered Alternative Investment Analyst Association (CAIA Association) and Professional Risk Managers' International Association (PRMIA).

Asset Management Business
He is currently the Global CEO, CIO and Board Member of Stelios Asset Management Pvt Ltd. Founded in 2019, STELIOS Asset Management has received Series A international VC funding for setting up global Hedge Funds as well as onshore/offshore India-focused Hedge Funds. He has received Investment Manager licences to start hedge funds across India, Mauritius and Dubai. He holds a SEBI-registered AIF CAT III license for a long/short Equity fund in India.

Consultant to Ministry of Finance
He is also consulting the Department of Economic Affairs – Ministry of Finance in Capital Markets Policy Formation.

EdTech Initiative
He is the Founder-Director at EduEdgePro Pvt Ltd. EduEdgePro is an EdTech initiative, founded by Harjeet as part of a Family office initiative. EduEdgePro provides Skill Development and Skill Enhancement in BFSI and Analytics in order to bridge the gap between academia training and industry needs. It runs B2B programs with leading corporates and educational institutions/universities across India. EduEdgePro has conducted specialized domain training sessions in Capital Markets and Analytics for Exchanges, Regulators, Asset Management firms, Banks, Financial Institutions, Universities such as Securities and Exchange Board of India (SEBI), Multi Commodity Exchange (MCX), National Stock Exchange (NSE), Invesco Asset Management, Prudential Asset Management, JP Morgan Asset Management, Nomura, Morgan Stanley, Christ University and National Institute of Securities & Markets (NISM).
EduEdgePro has collaborated with industry partners such as Moody's Analytics, Bloomberg, CISI and MCX to provide industry-relevant certification training and programs.

FinTech Initiative
His other firm, QRAC Pvt Ltd, is an Indian FinTech company, founded by Harjeet as part of a Family office initiative. QRAC houses a Quantitative Investment Research division that specializes in building Quantitative Investment Strategies across global equities, commodities, currencies and fixed income for Institutional Advisory portfolios.

ELIGIBILITY
CRITERIA

EDUCATION

10+2 aspiring candidates of any educational background with an analytical frame of mindset are most suited one to pursue Applied Business Analytics certifications.

WORK EXPERIENCE

Work experience is not mandatory.

However it is desired that you have internship or full-time experience so that you can move up the learning curve faster through prior industry domain knowledge.

PROGRAMMING EXPERTISE

It is not required to have a Programming background, although desirable.

However, those without Programming background will undergo Pre-requisite training on Programming to accelerate the learning when the Program begins.

SELECTION &
ADMISSION PROCESS

Application Process

The Application process consists of a few simple steps as shown below. An offer of admission would be made to the selected candidates and accepted by the candidates by paying the admission fee.

1 ▶▶	2 ▶▶	3 ▶▶	4 ▶▶	5 ▶▶	6 ▶▶
Program Counselling	Application	Interview	Documentation	Payment Processing	Confirmation

STEP 1
PROGRAM COUNSELLING

We have a dedicated admission counsellor who are here to help guide you in applying to the program. They are available to:
- Address questions related to application.
- Assist with Financial Aid (if Required)
- Guide career role and opportunities after certified.
- Help you to understand the program detail and pedagogy.

STEP 2
APPLICATION PROCESS

- Complete your application to kick start the admission process.
- Rate your various skills of OOPs language, quantitative and logical ability.
- Submit application fee: ₹ 500/-
- Submit the form successfully and scheduled your interview with us.

STEP 3
INTERVIEW PROCESS

- Interview is with admission committee, who will review the candidate profile.
- Selection will be determined on the basis of academic records, work experience, test scores and interview.
- Upon qualifying a confirmation letter for admission to the PG Diploma in Data Science will handover to the candidate.

SELECTION &
ADMISSION PROCESS

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Program Counselling

2 ▶▶
Application

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Interview

4 ▶▶
Documentation

5 ▶▶
Payment Processing

6 ▶▶
Confirmation

STEP 4
DOCUMENTATION

After interview on the basis of confirmation letter , the required papers mentioned in the mandatory list of documents as per eligibility criteria. You would be required to submit your marksheets, education certificates, work experience proofs amongst other necessary documents.

STEP 5
PAYMENT PROCESSING

Block your seat with the initial amount of fees and begin with your prep course and start your Data Science journey.

Full or annual program fee to be deposited within 1 week of offer letter / program start – whichever is earlier.

STEP 6
CONFIRMATION

Your admission will be confirmed basis the selection procedure, document authentication and fee payment.

A welcome letter, ID card, student number and portal access will be shared upon successful completion of the admission process.

PROGRAM
FEES

PROGRAM FEE
Application fee: INR 500 plus GST
Indian participants: INR 85,000 plus GST
International participants: USD 2500 plus taxes

FINANCING OPTIONS
Please get in touch for further details

SCHOLARSHIPS
Existing Christ students and Alumnus: Available
Other participants: Available on outstanding merit
record

CORPORATE DISCOUNTS
Available on nominations of 2+ participants
Kindly contact us for further details