

# PGDM

## IN DATA SCIENCE & BUSINESS ANALYTICS

+ 5 Microsoft Certifications



# ABOUT ISBR

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An institute of international educational standards, The International School of Business and Research (ISBR) was set up under the aegis of Bangalore Education Trust (established in the year 1990).

The incubators of ISBR had a dream - the dream of a gateway that provides a global outlook, an infrastructure that beckons to explore and learn, a cradle that nurtures high ethical and human values. ISBR stands in the silhouette of such a dream. It is envisioned to become a globally recognized center of learning and research.

The edifice of ISBR is built on the foundation of three building blocks - the Governing Council, the Academic Advisory Board and the Board of Studies. These apex bodies, individually and collectively, contribute towards high standards of academic governance.

With the competence and experience of the best minds from academics and industry, ISBR

Business School is envisioned as an institute of high academic standards. The spirit of excellence that has founded ISBR Business School will remain the driving force. ISBR is committed to excellence in scholarship, training and service.

ISBR Business School takes pride in being a place where students and faculty can pursue knowledge without boundaries, a place where theory and practice combine to produce a better understanding of our world and ourselves. ISBR education prepares you to think on your feet and act decisively in any business environment.

At ISBR, the focus goes beyond education. ISBR aims to prepare students for life - ingraining in them the psyche of an eternal student - making them leaders, a leader who is an ever learner, driven by thirst for knowledge and the passion to excel and ignited with the desire to achieve success for life.

# Awards & Accolades

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# ISBR EDGE

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- Electives taught by eminent faculty from Industry
- Range of inspirational speakers from around the world
- Exclusively designed course content at par with top international business schools
- Demographically diverse learning community
- ISBR's PGDM program is embedded in learning community characterized by strong research tradition and high quality professional teaching.
- Value added certification courses along with rigorous course structure
- Programmed to inculcate innovation, ethical values and nurture holistic development
- Extremely proactive student clubs
- Case studies, live projects, movie analysis, fests participation, foreign language courses, international conferences and many more.
- Mentorship by faculty and industry experts
- A cohort of smart, intelligent classmates for effective and enhanced peer learning.
- **5 Microsoft certifications**  
Basic certifications - AZ 900, DP 900, AI 900  
Professional Certifications – DP 100, AI 100

# About The Course

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## **PGDM in Data Science & Business Analytics + 5 Microsoft certifications**

The PGDM course in Data Science & Business Analytics is designed with a vision to skill students in the areas of data science and analytics for better employability and career prospectus. The program is designed to teach students on effective use of data to enable business decisions. The PGDM in Data Science and Business Analytics provides hands-on approach with a strong focus on skill based learning.



## **MICROSOFT CERTIFICATION**

CloudThat is Microsoft Gold Partner and the first company in India to deliver Cloud Training & Consulting services for mid-market & enterprise clients. CloudThat is uniquely positioned to be the single technology source for organizations looking to utilize the flexibility and power Cloud Computing provides. CloudThat focuses on quickly empowering community and people by leveraging Cloud, Big Data & IoT. PGDM in Data Sciences is a Vision of Microsoft with the

collaboration of CloudThat to Skilling students for better future and employability. Program will provide Microsoft's AI and Machine Learning expertise to students through easy sessions to consume modules including live demos, hands on workshops and assignments. CloudThat will provide these sessions on AI and ML and will help students to understand Azure cloud and understanding of cognitive services to build intelligent solutions.

# Unique Value

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- LIVE interactions with Business leaders & Analytics experts
- Mentoring sessions on career from Industry experts
- Workshops and training sessions in association by leading industry leaders
- Implemented in association with globally accredited body
- Career guidance and support through leading recruitment partners
- Uniquely developed programme structure that fetches you the desired career.
- Designed and developed to impart managerial skills with sharpened domain specific knowledge
- Competencies & Skills sets acquired through this course are on par with global industry requirements

## Skills Covered

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**Machine Learning with Microsoft Azure**

**Inferential Statistics**

**Data Visualization**

**Descriptive Statistics**

**Data Wrangling**

**MySQL, Tableau, R, Python, etc**

**Specialized learning with advanced statistics**

**Deep Learning**

**Hypothesis Testing**

**Neural Networks**

**Exploratory Data Analysis**

**Batch Processing of Data**

**Data mining & Big Data Analytics**

# Shortlisting Process

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Applicants are shortlisted based on:

1. Consistency of academic record
2. Entrance Test score
3. Work experience (if any)
4. Versatility and achievements

## Selection Process

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### ISBR Aptitude Test

Section	Max. Marks	Duration(mins)
Language Skills	30	60
Logical Reasoning	30	
Quantitative Skills	30	
Essay Writing	30	

### NOTE:

Candidates meeting cut-off score in GMAT/GRE /CAT/ XAT/NMAT/ MAT/CMAT are exempted from writing the ISBR Aptitude test.

### Micro Presentation

Candidates are required to make Oral/ Powerpoint presentation on the given topic not exceeding 5 minutes of time. Topics for micro presentation will be shared in advance and candidates are allowed to choose any one topic of their choice.

### Personal Interview

A detailed interaction by the panel with candidates on diverse topics ranging from academics to current affairs, family background to carrier aspirations, hobbies to passion etc. but not limited to. The panel, through this round tries to determine the fitment of the candidate and chances of accomplishing mutual aspirations.



# Program Structure

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## Trimester 1

- Python for data analytics & Visualisation
- Statistics, Linear algebra & calculus(hands-on)
- Azure Data & AI Fundamentals –
- AZ 900, DP 900, AI 900
- SQL
- Quantitative Techniques
- Research Methodology
- Principles of Management
- Weekend assignments, quizzes and case Study

## Trimester 2

- Supervised Learning 1 &2
- Ensemble Techniques
- Models & Azure Machine Learning
- Unsupervised Learning
- Recommender Systems
- Organisational Behaviour
- Financial Reporting
- Economics
- Weekend assignments, quizzes and case Study
- Mini Project

## Trimester 3

- Designing & Implementing Data science Solutions DP-100
- Artificial Neural Networks
- Deep Learning
- Computer Vision
- Azure Cognitive & Speech Services
- Basics of Natural Language Processing
- Intelligent Bot & Bot Services
- Business Environment
- Teamwork & Leadership
- Financial Management
- Weekend assignments, quizzes and case Study
- Term Project
- Industry Internship and Capstone Project

## Trimester 4

- Generative Adversarial Networks
- Advanced NLP & Build AI solutions
- Essentials of Data Engineering & Big Data on Azure
- Reinforcement Learning
- Participative Learning
- Entrepreneurship
- Marketing Management
- Management Accounting
- Visualisation with Tableau
- Weekend assignments, quizzes and case Study

## Trimester 5

- Design & Implementation AI-100
- Implement end -end Smart Bot on Azure using LUIS – Case Study
- Implement Smart Agent using Bot service to handle Insurance claims Case Study
- Financial Markets
- Human Resource Management
- Data Security
- Banking Practices
- Strategic Management
- Participative Learning
- Term Project

## Trimester 6

- Final Project
- Internship
- Final Placement

**Microsoft certified exams to be taken by students to complete the course**



# Placements

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The Department of Placements at ISBR Business School operates on a win-win model for its stakeholders. Through Skill Capital (Internship Fair) and Talent Connect (Placement Drive), ISBR Business School sets up platforms for students and industry to explore and fulfill mutual aspirations. The AICTE-CII Survey of Industry Linked Institutes has rated ISBR Business School under "Platinum" Category for five consecutive years. This places ISBR Business School among top 3% of management colleges in India. ISBR Business School is also a proud recipient of "Best Industry Linked Institute (Emerging)" in the AICTE-CII survey, 2020. The aforementioned recognitions are a testimony to the strong and unparalleled collaboration ISBR Business School enjoys with the industry and a reflection of the trust and confidence the corporate world bestows on ISBR Business School.

**91.3%**

**Students Placed**

**180+**

**Companies for Placements**

**15+**

**Sectoral  
Representation**

**39%**

**New Recruiters**

**25%**

**Referral  
Placements**

# Top Participating Recruiters

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....and many more

# Opportunities in Data & Analytics Domain

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A huge and ever growing repository of data is generated from modern information systems and digital technologies such as the Internet of things and cloud computing on daily basis. Analysis of these massive data from different sources requires a lot of efforts at multiple levels to extract knowledge for decision making. Therefore, Big Data analysis is an upcoming and growing area of research and development , which is in huge demand. There are plethora of unexplored possibilities of using Big Data across different domains, post identification of various key pain areas. By analysing the data with the correct tools and methodology, solutions to different business related problems can be derived. Hence, new avenues and job roles are being created across industries, across varied sectors with specialized competency which has a priority demand and relevance to business and profitability.

## Industry Highlights of: 2020-2021

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**93,500**

Approximately 93,500 open jobs were available at the end of August 2020 according to the analysis carried out by AIM Research

**28%**

Delhi/NCR region of India is the largest player in the analytics industry in India that contributes about 28% of the total revenue amounting to about 565 million U.S. dollars. Delhi/NCR is followed by Bengaluru with a contribution of 27%

**\$75B**

The Analytics industry is expected to grow at a CAGR of 16% till 2025 – the Indian analytics market in 2025 would touch \$75 Bn.

**9.8%**

In August 2020, India contributed to 9.8% of the total global Analytics job openings. This is a significant jump from the figure of 7.2% of total global job openings in January 2020.

**1.3M**

Data analysts in the e-commerce sector get paid about 1.3 million Indian rupees per annum, while the retail and FMCG sectors come close with 1.2 million per annum.

**10**

The 10 leading organizations with the most number of analytics jobs advertised in August are dominated by the MNC and Domestic IT & KPO organizations – Accenture, Mphasis, Cognizant Technology Solutions, Capgemini, Infosys, Tech Mahindra, IBM India, Dell, HCL Technologies, and Collabera Technologies.

# Job Profiles - Average salaries

<b>Data Analyst</b> ₹ ₹437k	<b>Entry Level</b> <b>Data Scientist</b> ₹ ₹573k	<b>ML Engineer</b> ₹ ₹703k	<b>Analytics</b> <b>Manager</b> ₹ ₹1,689k	<b>Lead</b> <b>Data Scientist</b> ₹ ₹2,057k	<b>Chief</b> <b>Data Scientist</b> ₹ ₹4,069k
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\* Source: Average Data Scientist, IT Salary in India

## Skills that impact data scientists' salaries

Below are the most popular skills and impact on their effect on salary

SPSS	68% ▲	Natural Language Processing (NLP)	23% ▲
Software Development	53% ▲	Apache Spark	21% ▲
Artificial Intelligence (AI)	52% ▲	Statistical Analysis	13% ▲
Business Analysis	46% ▲	Deep Learning	12% ▲

## Pay scale by experience level of data science professionals

The proportion of data science professionals is the highest in the entry and mid levels (0-6 Lakhs – 38.2% and 6-10 Lakhs – 20.3%). However, 41.5% of all professionals fall in the higher level (greater than 10 Lakhs per annum)



\* Source: Average Data Scientist Salary in India

# Roles Offered

 <p><b>HR Analyst</b></p>	 <p><b>Digital Marketing Expert</b></p>	 <p><b>Project Manager</b></p>	 <p><b>Research Analyst</b></p>	 <p><b>Operations Manager</b></p>
 <p><b>Product Manager</b></p>	 <p><b>Compliance Manager</b></p>	 <p><b>Executive Taxation</b></p>	 <p><b>Finance Analyst</b></p>	 <p><b>Purchase Executive</b></p>
 <p><b>Business Development Manager</b></p>		 <p><b>Market Research Analyst</b></p>		

# Placement Event

Skill Capital and Talent Connect are among the innovative practices ISBR Business School has put forward to scale the strengthen the placement process. These practices have been highly appreciated by the industry and students with proven results of success

<p><b>Case study and paper Presentations</b></p> 	<p><b>Industry Visits</b></p> 	<p><b>Organizational Study</b></p> 	<p><b>Panel Discussion</b></p> 	<p><b>Guest Lecture Series</b></p> 
<p><b>Industry Mentoring Sessions</b></p> 	<p><b>Alumni Mentoring Sessions</b></p> 	<p><b>Corporate Training</b></p> 	<p><b>International Learning Exchange Programs</b></p> 	<p><b>Research and Consulting</b></p> 

**REAL WORLD.**  
**REAL LEARNING.**



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