

Post Graduate Program in **BUSINESS ANALYTICS**

10-Month Weekend Online Program for Working Professionals



LIVE
interactive
sessions



Case
study-based
learning



100%
placement
assistance



UPES
Certification



24/7 student
support
team

Dual Certification*
From **UPES & University of Colorado**
*IN PARTNERSHIP WITH COURSERA



ABOUT OUR PROGRAM

It is a 10 month program tailor made to meet the requirements to become an exceptional business analyst by enhancing the core competencies. We ensure that our learning pedagogy makes you a thoughtful leader in Business Analytics and helps you switch to mid or senior management levels in your career. Our world-class curriculum cover key concepts, best practices, and the key management skills required for real-world challenges to make you industry-ready.

The program is delivered in a blended learning format of self-learning, live sessions from expert faculty members, case study discussions and real-life problem solving.

LEARNING OUTCOMES OF THE PROGRAM

01

Recognize, understand, and apply the language, theory, and models of the field of business analytics.

02

Foster an ability to critically analyse, synthesize and solve complex unstructured business problems. Develop the aptitude for business improvement, innovation, and entrepreneurial action.

03

Understand and critically apply the concepts and methods of business analytics.

04

Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.

05

Apply analytics to solve real-world business problems.

PROGRAM RECOGNITION

- 1st Indian university to be awarded QS 5 Stars for Academic Development and Rated 5 Stars for Employability, Facilities, and Program Strength.
- Industry-aligned curriculum to make you industry ready.
- Top Industry Leaders provide Advanced Classes.
- UPES is a UGC entitled University and all programs are approved by its academic council.

UNIQUE FEATURES

- Certificate from India's Best University for Energy Programs.
- Detailed coverage of International best practices on Business Analytics.
- Delivered in blended learning format that is best suited for working professionals.

PROGRAM DELIVERY SCHEDULE

The program duration is 10 months. The program is delivered in a blended learning format that includes self-learning supported by our customized Learning Management Platform, instructor-led live sessions and real life experience.

- On enrolment, each student would be provided with access to our LMS for e-Learning content
- Classes will be conducted on weekends; 24 classes would be given
- Each class duration would be around 1.5 hours
- Classes would include concepts teaching + case study discussions
- Students to participate in discussion forums as and when scheduled by the faculty members

PROGRAM STRUCTURE

The program covers the predictive and statistical tools used in business analytics, contemporary key concepts, practical insights, and general management skills essential for career opportunities in India and abroad.

Module I

- ▶ Data Environment & Management
- ▶ Programming for Business Analytics (Python)
- ▶ Applications of Business Analytics
- ▶ Business Optimization
- ▶ Business Analytics for Managers

Module II

- ▶ Business Policy & Strategy
- ▶ Data Visualization
- ▶ Big Data Analytics
- ▶ NLP

CAREER PROSPECTS

- ▶ Data Architect
- ▶ Data Analyst
- ▶ Market Research Analyst
- ▶ Business Analyst
- ▶ Project Manager

SKILLS YOU WILL LEARN

- ▶ Critical thinking
- ▶ Problem-solving
- ▶ Detail Orientation
- ▶ Data Visualization
- ▶ Effective Business Communication

RECOMMENDED FOR

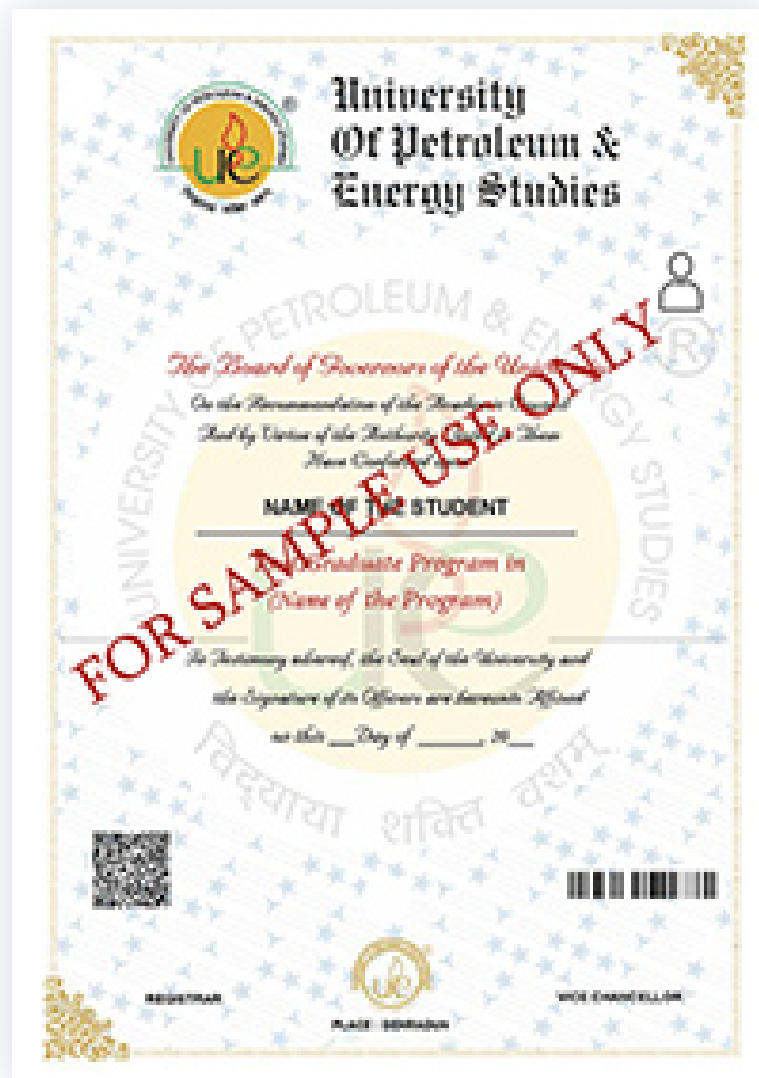
- Aspiring graduates and young professionals.
- Those with a zeal to learn analytics and its business applications.
- Anyone who wishes to upskill and improve career prospects.

ELIGIBILITY

Graduate in any discipline from a recognized University with minimum 40% marks.

CERTIFICATE

On successful completion of the program the student would be awarded certificate in Post Graduate Program in Business Analytics by University of Petroleum and Energy Studies (UPES). Additional Opportunity to earn Certificate from Coursera in Business Analytics for Decision Making offered by University of Colorado Boulder.



WHERE OUR STUDENTS AND ALUMNI ARE WORKING



PROGRAM FEE

For Indian Students: Rs. 75,000 + GST

For Foreign Students: USD 1057 or equivalent currency (excluding taxes)

*Note: Fees payment will be as per the current USD rate

LEARNING CONTENT

You will be provided access to our Learning Management System (LMS) to access e-learning content. These contents can be accessed anywhere and anytime.



TEACHING METHODOLOGY

Live Classes from Expert Faculties: Our faculty conducts live webinars on each paper, mainly on weekends, where students from India and abroad participate. The sessions cover key concepts, case studies, and real-life examples, and provide an opportunity for students to clarify their doubts. In case of missed classes, recorded sessions are available on the LMS.

Case Studies: The program includes quizzes, problem-solving, and case studies that demonstrate real-world implementation of project management concepts.

Discussion Forums: Faculty members engage students in dynamic discussions on current industry topics to stay up-to-date and explore potential opportunities.

STUDENT SUPPORT SERVICES

Dedicated Program Managers: Each learner would be associated with a program manager to share or seek any query and feedback through call or mail. All such queries will be responded within 24 hours.

24x7 Helpdesk : Just raise a ticket on any issue and get a real-time response (except on weekends). We encourage students to use this facility.

ABOUT EDOLOGY

Edology, our trusted Ed Tech services partner, partners with universities worldwide to deliver high-quality online education to students and professionals. Their programmes are designed to enhance industry-centric knowledge and skills, helping learners achieve their career goals and gain a competitive edge in the job market. Partnering with Edology enables UPES CCE to offer a comprehensive approach to education, integrating academic expertise with job-centric growth opportunities. Each student receives tailored programmes with specific career enhancement opportunities and strong CV credentials to succeed in their chosen career path.

ABOUT UPES

Conceived in 2003 UPES is amongst the best-known University in India and first in Asia to offer domain focused programs in Energy, HSE, Project Management, Air Business, Logistics, IT and others. It has undisputed leadership in these domain areas and has emerged as a preferred Centre for talent for best of corporates. The Centre for Continuing Education offers management programs and executive education to working professionals and students through distance learning mode.

It is known for excellence in academic delivery, learning outcomes and supporting great career opportunities post completion of programs. Join the excellent peer group of over 12,000 global students from across the sectors and domains as well as professionals, self-employed, Govt. officials, policy planners and more on the pathway to progress.

RECOGNITION OF UPES

**UGC Entitled
Programmes.
NAAC 'A' Grade
University**

**1st private
university with
QS 5-star rating
for academic
reputation**

**41st rank in the
Management
category of
NIRF 2022
ranking**

**10,000+ Alumni
and
480+ Hiring
Partners**