

# PGP IN STRATEGIC BUSINESS ANALYTICS



THE MET LEAGUE OF COLLEGES

**MET**

AS SHARP AS YOU CAN GET

**Bhujbal Knowledge City**

**ASIAN MANAGEMENT DEVELOPMENT CENTRE**

## PGP in Strategic Business Analytics (PGP SBA)

'Post Graduate Program in Strategic Business Analytics' is an autonomous two-year intensive flagship program at MET Asian Management Development Centre, spread across four certificate options and offering specializations in Marketing Analytics, Finance Analytics and Human Resources Analytics besides a holistic view and in depth analytical capability in core area of Management.

The business complexities and uncertainties driven by the pandemic tsunami have brought about the dire necessity of evolving and deploying critical data analytic techniques to chart out current and future course of business worldwide. While there is a risk of action paralysis due to excess of analysis, it is critical that application data analytic tools are not merely used to arrive at critical decisions, but they should also be deployed to evolve strategies both short term and long term to shape business decisions. It is this congruence of data analytic tools for evolving dynamic decision-making platforms through strategic business analytics that is of the need of hour. Therefore, our program PGP SBA ensures delivery and critical application capabilities to young professionals thereby, empowering their congruence with management decision making apparatus. It involves delivery of core areas of business management to the students and its application to businesses.

PGP SBA appeals more to business-oriented students and is less technical than data science or data analytics specialization. Specifically designed for graduates from any field who wish to join the big data revolution and do not have coding or information technology knowledge. PGP SBA, a judicious mix of managerial and analytics subjects, equip the student with necessary skill that deals with how to collect, manage and analyze business-related data. It integrates a basket of Knowledge, Skills and Attitude (KSA) developed that direct linkage for creating strategies for business decision-making process. It provides students with a lifetime experience of multifaceted learning from our experienced faculties, industry experts and high IT infrastructure. It provides platform for holistic development of students who strive to become highly efficient managers with an analytical mindset and an inclination towards data-driven careers which are in huge demand in the industry.

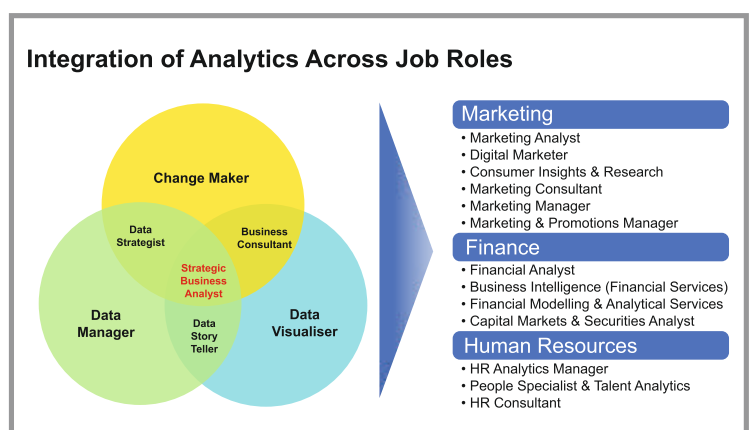


## Why choose a program in 'Strategic Business Analytics' ?

Strategic Business Analytics is a rapidly expanding discipline that investigates techniques of understanding data within an organization in order to strengthen decision-making. Analytics expertise enables companies to analyze the data they have and also the data they need in order to understand the health and future of the enterprise.

As part of our mission to create professionals, we emphasize upon the new data savvy management opportunities which focus on the below mentioned areas :

- Data driven business management and strategic analytics
- Digital transformation and humanising technology
- User experience design, immersive experience and design thinking
- Life management skills, managing change and dynamic leadership
- Business communication, self-awareness and emotionally intelligent communication
- Coping-up and reinventing organization for growth
- Managing human capital and administration
- Managing strategy and innovation



## Why Strategic Business Analytics as a Career ?

New Job Profiles

High Demand

Higher Growth

### Eligibility:

Graduate in any discipline from a recognised university, final year students can also apply.

### Admission Procedure:

- **Category 1:** MET - MCT + Aptitude Questions and Statement of Purpose - SOP on video (Online Interview only if required) + Academics Performance + Other Parameters
- **Category 2:** MH-CET, CMAT, XAT, CAT, ATMA, GMAT, NMAT, MAT + Aptitude Questions and Statement of Purpose – SOP on video (Online Interview only if required) + Academics Performance + Other Parameters

### Highlights of the two-year intensive flagship PGP SBA program :

#### 1. Curriculum for the new world

PGP SBA provides the fundamental skills needed for a career in business and data processing such as scripting languages experience and data analysis to solve real-world problems. The program provides an introduction to big data analytics for all business professionals, including those with no prior analytics experience and want to get involved in using data to help business decisions and that will provide them with the fundamental skills they need to succeed.

#### 2. Beyond regular MBA syllabus for data driven environment

The students learn how data analysts describe, predict, and inform business decisions in the specific areas of marketing, finance and human resources. It is a perfect blend of Data Science, Information Theory, Business Intelligence and Computer Science. It will help students to develop basic data literacy and an analytical mindset that will help them to make strategic decisions based on data.

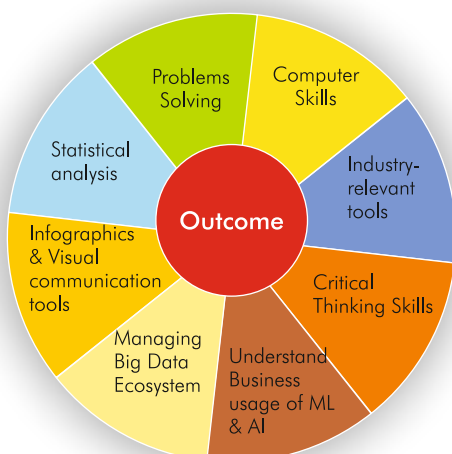
#### 3. Hands-on use of Tools and Application Orientation

Learners will finish this program with the ability to automate tasks and apply statistical methods to solve problems with tools like Advance Excel (Using the Solver, VBA and Data Analysis add-ins), SPSS, SQL R, Python, Tableau and Power Business Intelligence (PBI). All these tools will help in final Capstone Project, students will apply these skills to interpret a real-world data set and make appropriate business strategy recommendations.

#### 4. Placement assistance and training

The program encourages students to discover their purpose and learn skills thought out two years that help them to be job ready. We shall give high priority to placements hence will adopt an integrated approach for enhancing employability elements into thcurriculum that help students during placements.

### Outcome



### Course Curriculum

- Quantitative Aptitude, Data Interpretation and Logical Reasoning
- Business Analytical Tool - Advance Excel, SQL R, Python
- Visual Analytics & Data Visualization - Tableau, Power Business Intelligence (PBI)
- DBMS & EDP
- AI, ML and Blockchain for Managers
- Big Data Ecosystem I & II
- Specialization based analytics subjects

## ADVANTAGES OF MET

- MET Institute of Management ranked 4th Best B-School in Mumbai, 28th Best B-School. All India and 15th amongst Top West B-Schools by the Times B-School Survey 2022
- MET Institute of Management ranked as India's 17th Best Pvt. B-School and 18th Best B-School for Placements by the Times B-School Survey 2022
- Centre of Excellence in collaboration with leading Corporates and Academia
- MET is a Ph.D. Research Centre of the University of Mumbai and Savitribai Phule Pune University for Management, Engineering and Pharmacy disciplines
- MET has the best e-enabled state of the art infrastructural facilities
- Focus on delivery of lifelong learning skills to build critical professional competencies
- Futuristic e-driven pedagogy and modules deliver e-commerce, IT and digital skills
- Research focused faculty
- Outstanding Indian/global industry interface
- Record placements with salary packages
- Well-networked with the best of corporate in India and abroad
- Sensitising the students towards social causes through MET Seva CSR programmes
- Strong alumni base world over



Mr. Ratan Tata  
Renowned Industrialist



Mr. Motilal Oswal  
Founder, Chairman & MD  
Motilal Oswal Financial Services Ltd (MOFSL)



Mr. Ramesh Iyer  
Managing Director  
Mahindra & Mahindra Financial Services Ltd



Mr. Adi Godrej  
Chairman  
Godrej



Mr. Anand Rathi  
Founder & Chairman  
Anand Rathi Group



Mr. Mukesh Ambani  
Chairman & Managing Director  
Reliance

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MET Asian Management Development Centre

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