

Post Graduate Certification on Business Analytics (Virtual Interactive Learning)

Vinod Gupta School of Management

IIT Kharagpur



About Vinod Gupta School of Management, IIT Kharagpur

- First B School under IIT System
- Correct blend of technology and management is available here
- Known for its analytics and financial engineering courses other than regular MBA and EMBA program
- VGSoM has secured 6th position in NIRF ranking for management institutions and 4th best Bschoo in India as per QS Global Ranking
- The VGSOM team has interdisciplinary skill set which is an added advantage

Key features of the certification program

- Learn from IIT Kharagpur faculty and industry leaders
- 9 month weekend program (June-February)
- 120 hours virtual interactive training
- 60 hours of pre-recorded NPTEL learning
- 30 hours project
- Recorded videos of the online classes
- 3 days in-campus F2F training at IIT Kharagpur campus (optional)
- Certificate from VGSOM and IIT Kharagpur, Continuing Education Program

Curriculum

Courses	Hours
Excel Essentials	10
Programing with R	10
Probability and Statistics	20
Programing with Python	10
Dash boarding using BI Tools	10
SQL and Database Management	10
Introduction to Machine Learning	10
Big Data Technologies	10
Prescriptive Analytics Essentials	10
Machine Learning Essentials	10
Time Series Modelling and Business Forecasting	10
Marketing Analytics	30
Supply Chain Analytics	30
Project Work	30

Admissions

Eligibility

- Engineering graduates
- Graduates with B.Sc/M.Sc/MCA
- Ideal for 0-3 years of experience

Selection Process

- Application through <https://erp.iitkgp.ac.in/CEP/courses.htm>
- Shortlisting based on profile
- Candidates may be asked to sit in admission exam focused on quantitative and logical reasoning skills
- Last Date of Application- 1st May, 2020
- Application Fees- INR 5000

Fees and Scholarships

- Fees for VIL: INR 2,00,000 (+ 18% GST)
- Fees for 3 days F2F in-campus sessions: INR 50,000 (+18% GST)
- Program Fee is non-refundable, non-transferable under any circumstances
- Scholarships will be made available for selected few candidates
- For offline registration and scholarships please contact the course coordinator
- Accommodation and food will be given in in-campus sessions



Contact:

Dr. Swagato Chatterjee
Assistant Professor, Marketing and Analytics
Vinod Gupta School of Management
IIT Kharagpur

Mobile: +91-9343931795
Email: analyticsmdp@vgsom.iitkgp.ac.in