

Programme Overview

Business analytics refers to the way in which enterprises use data to gain insights and make better decisions. The ability to use data effectively to drive rapid, precise and profitable decisions has been a critical strategic advantage for diverse companies. With the increasing availability of broad and deep sources of information – the “Big data” - business analytics is becoming an even more critical capability for enterprises of all types and all sizes. This modular programme is designed to showcase the virtually unlimited opportunities that exist today to leverage the power of business analytics. The programme will help gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making using selected business analytics software.

Analytics for Business

Programme Strength

SPJIMR, being based in Mumbai, has a location advantage of industry sourcing expertise and knowledge. SPJIMR has partnerships with renowned American and European universities, which opens up opportunities to collaborate with their academicians for research and thought leadership. Many of the SPJIMR Professors teach in these universities as well. Information Management as one of the specialisation is a key strength for the area of Analytics.

Programme Objectives

The coverage of this programme will be an introduction to analytics for business, the components of business analytics and techniques like Data Mining, Text Mining and Data Visualisation .

By the end of this programme, participants will be able to:

- To understand the importance of Business Analytics and its impact on business value and performance.
- To develop a different way of thinking about available data and how it can be used to impact managerial decision making
- To gain an understanding about the current practices and platforms in data mining, text mining and data visualisation used to transform the changing business data into insight information and support business decision making



Who Should Attend

This programme is designed for middle to senior-level managers who would want to make decisions using analytics to formulate and solve business problems.

Programme Content

- Understand the emergence of business analytics as a competitive strategy
- Understand the critical capabilities for business analytics in an organisation
- Analyse data using data mining & text mining techniques for predictive and decision analysis.
- Learn data visualisation and storytelling through data.

Programme Pedagogy

The various modules will be delivered through a mix of pedagogical tools as appropriate to topics by a faculty team. It will be delivered through action and experiential learning - class discussions, case studies across different verticals and functions, group presentations and hands-on workshops. Selected readings and articles will be shared in the class.

Programme Director



Prof. Aditi S. Divatia
Professor, SPJIMR

Professor Divatia has over 15 years of academic experience and 6 years of consulting experience. Her areas of interest are Data Management, Business Intelligence, Business Analytics, Business Process Management & Enterprise Architecture



For more information contact:
T: +91+22-61454296/351 or mdp@spjimr.org

Bhavan's S.P. Jain Institute of Management & Research
Bhavan's Campus, Munshi Nagar, Dadabhai Road,
Andheri West, Mumbai - 400 058.
W: www.spjimr.org/mdp

For more information contact:
Bharat Khanna 8130545577 or bharat.khanna@spjimr.org
E: mdp@spjimr.org

Bhavan's S.P. Jain Institute of Management & Research
Bharatiya Vidya Bhavan (3rd Floor),
Gate No. 4, Copernicus Marg, KG Road, New Delhi - 110001.
W: www.spjimr.org/mdp