

OVERVIEW:

Today every business accommodates a business analytics team that specializes in drawing inferences from available data or data not readily available, needs to be mined out, and present it in a meaningful way to the stakeholders, for them to take an informed decision. For every business to succeed and stay competitive in its domain, there is a need for continuous improvement and increase efficiency in business processes to cut corners and streamline the business. Business analytics does not only show inefficiencies in business, it also can show business opportunities in the marketplace, thus paving way for innovation and evolution of the business.

SIGNIFICANCE:

This course has been designed to bridge the gap between the expectations of Companies and the current level of knowledge among the students. The course has been created to equip the learners with the latest tools and techniques in data analytics area.

PROGRAMME OBJECTIVES:

By the end of the Course, participants will be equipped with the knowledge and understanding related to:

- To provide a good practical exposure to advanced tools and techniques in MS Excel
- How to visualize data in MS Power BI.

PROGRAMME OUTCOMES:

- Participants will be able to work comfortably with MS Excel and MS Power BI tools
- Students will be more competitive and get good placement in industry.
- Faculty members will be able to use this knowledge in their research work and carry forward the knowledge acquired in this course to their students.
- Industry participants will be able to immediately use the learnings in their new or current job

PROGRAMME SCHEDULE:

Week No.	Topic	Saturday (Evening Hours)	Sunday (Evening Hours)
1	Microsoft Excel	Introduction to MS Excel, Pivot Tables	Slicers, Pivot Charts
2	Microsoft Excel	Macros, Lookup Functions,	Data Validation, Logical Functions,
3	Microsoft Excel and Microsoft Power BI	What-If Analysis, Hyperlinks, Group & Ungroup data	Introduction to Data Visualization, What is MS Power BI?, Connecting Data, Data cleaning & data transformation
4	Microsoft Power BI and Examination	Data visualization, Hierarchy & Interactions, Formatting visuals, Slicers & Filters,	Calculated Columns, Measures Online Examination (Whole Syllabus)

PRACTICAL ASSIGNMENTS AND TEST:

- Each topic in MS Excel and MS Power BI will be discussed with sample datasets and files. The files will be given in advance to all registered participants and they will be using it during each session.
- During the whole course, total 3 assignments will be given i.e. 1 assignment at the end of each week. The participants have to compulsorily complete and submit all assignments which will be graded.
- 2 assignments will be from MS Excel area and 1 assignment from MS Power BI area.
- At the end of course, a MCQ test will be conducted (30 questions in 1 hour). This is also compulsory for all participants.

RESOURCE PERSON:

Dr. Sameer Rohadia, Data Analyst & IT Trainer, Hannover, Germany

Dr. Rohadia is passionate for training, teaching and data visualization by supporting colleagues in creating effective data visualizations. His qualifications include Bachelor of Electrical Engineering and MBA with IT specialization, both from M. S. University of Baroda, Master in Data Science from University of Bologna, Italy, and Ph.D. in ERP implementation from Gujarat Technological University, Ahmedabad. He is equipped with 21+ years of Corporate & Business Management teaching experience within India and Germany.

In last 1 year, he has conducted 62 Webinars and Workshops and trained 5,700+ industry professionals, University Professors, and students in the area of Big Data, MS Power BI, MS Excel and Tableau. He also has gained a good experience of creating 65+ e-Learning videos on topics related to Big Data & Data Visualization tools. His skills are backed up by related certifications in data visualizations and agile methodology. He speaks Hindi, Gujarati, English and German languages.

DETAILS:

Who can participate?	<p>The Programme is intended to be offered to:</p> <ul style="list-style-type: none">• Final year Under-graduate and Post-graduate students preferably from Commerce, Management, Engineering Faculties.• Teachers preferably from Commerce, Management, Engineering Faculties.• Working Professionals from Industry.
Duration:	<p>4 weeks of teaching-learning with 30 contact hours, from 2nd October to 24th October, 2021.</p> <p>Online classes will be held on Saturday and Sunday - 04 hours per day (Evening hours).</p>
Programme Fee:	<p>Rs. 1500/- for students, Rs. 3000/- for Teachers Rs. 5000 for Industry Professionals (NON REFUNDABLE)</p>
Certification:	<p>Certificate from GTU and NCM will be provided upon successful completion of the Programme (Minimum 80% attendance and a qualifying score of 60% required)</p>

IMPORTANT DATES:

Last Date of Application	Last Date for Fee Payment	Commencement Date
25th September 2021	25th September 2021	2nd October 2021

IMPORTANT GUIDELINES ABOUT THE PROGRAMME

- The duration of this course is 4 weeks of teaching-learning with 30 contact hours, from 2nd October to 24th October, 2021. Online classes will be held on Saturday and Sunday - 04 hours per day (Evening hours).
- Classes will be conducted online via Google Meet. The participants will have to ensure the availability of proper device (Laptop/Desktop) and internet connectivity for attending the live sessions.
- The online session recordings will be made available. Additional reading material in E-book format, Power point presentations developed for this course will be shared.
- If all the participants has attended 80% of total sessions, submitted all 3 assignments and appeared for MCQ test, then only they will be issued a completion certificate.
- Interested candidates can apply by registering at the link given below:
<https://forms.gle/it2ogW3LM5ccErkj8>
- Fees payment can be made through NEFT using below mentioned details.
Name of Account: NARMADA COLLEGE OF MANAGEMENT
Bank Name: BANK OF BARODA
Bank Account No.: 13140200000037
IFSC Code: BARB0GNFCOM
- Fees will be accepted through online mode only. No cash payments will be accepted. Fees once paid will not be refundable.
- For any clarifications/details please feel free to contact:
program@ncmbharuch.ac.in

Apply: <https://forms.gle/it2ogW3LM5ccErkj8>

For more information visit:

<https://ncmbharuch.org/wp/certificate-course-in-business-analytics/>