

ISME

TRUST

all others must bring



2 YEARS FULL TIME
AICTE APPROVED

**POSTGRADUATE DIPLOMA
IN MANAGEMENT
RESEARCH & BUSINESS
ANALYTICS**

APPLY NOW

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COGNITION MEETS CREATIVITY



The Postgraduate Diploma in Management - Research and Business Analytics (PGDM RBA) is a 2 year full time program which prepares students for careers that apply and manage modern data science to solve critical business challenges. This program will help you look at data and identify insights, improve your ability to make predictions for the long-term, and prescribe future actions that help make better business decisions.

PROGRAM FEATURES



THE DATA REVOLUTION IS HERE ARE YOU READY FOR IT?

	TRIMESTER - I	TRIMESTER - II	TRIMESTER - III
CORE SUBJECTS	Business Statistics	Applied Statistics	Machine Learning
	Research Methodology in Business-I	Research Methodology in Business-II	Deep Learning
	Information Technology	Data Mining	Programming Essentials- R
	Marketing Management	Advanced Programming- Python	Data Visualisation
	Programming Essentials-Python	Strategic Marketing	Digital & Social Media Marketing
	Interpersonal Communication	Corporate Strategy	Innovation & Design Thinking
	Data Architecture & Integration	Ethics & Corporate Governance	Legal Aspects of Business
SUMMER INTERNSHIP			

	TRIMESTER - IV	TRIMESTER - V	TRIMESTER - VI
CORE SUBJECTS	Basics of Financial and Marketing Analytics	Advanced Marketing Analytics	Operational Excellence
	Big Data Analytics	Advanced Financial Analytics	Financial Management
	Operations Analytics	Decoding with Data	Project Management
	Human Resource Management	Wealth Management	Experiential Marketing
	Microeconomics	Macroeconomics	The Impact Lab
	Financial Accounting	Cost and Management Accounting	Fintech & Its Applications
	Entrepreneurship & Effectuation	The Idea Lab	Capstone Project/Dissertation
	Organisational Behaviour	Retail Marketing	



ACUMEN MEETS ANALYSIS



A diverse and talented team of top faculty across academia and industry bridge analytics theory with practice across multiple industries. The program combines lectures by leading faculty from ISME with case studies and examples, creating rich content to apply and practice key analytics principles.

The course covers critical subject areas like:

MACHINE
LEARNING

BIG DATA
ANALYTICS

DATA
VISUALISATION

MANAGEMENT

DESIGN
THINKING

ENTREPRENEURSHIP

NEW - AGE PEDAGOGIES

Experiential learning combining theory and practice to maximize learning outcomes

INDUSTRY COLLABORATIONS

Active involvement of industry in curriculum design, masterclasses, live projects across all domains and functions of business & analytics

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MULTIDISCIPLINARY APPROACH

The combination of Business, Entrepreneurship and Computational Science

ENTREPRENEURIAL ENVIRONMENT

Our entrepreneurial ecosystem, close mentoring and state - of - the - art facilities help you to startup your own venture

CAREER PROSPECTS

Three month internship along with Final placements on completion of the program

INTERNATIONAL VISITING FACULTY



Prof. Viren Lal
Executive Educator



Dr. Ravi Vaidyanathan
Senior Lecturer
Biomechanics



Dr. Malcolm Kirkup
Dean



Lord Nicholas Stern
Department of Economics

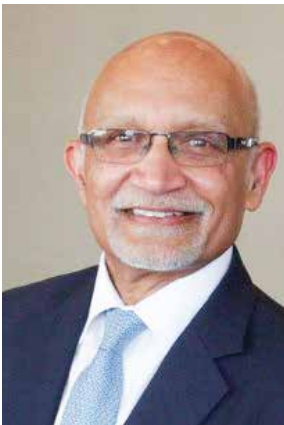


Prof. David Yermack
Professor of Finance
& Business Transformation

CORPORATE SPEAKERS



N Chandrasekharan
Chairman Tata Sons Ltd.



Arun Kumar
Chairman & CEO KPMG India



Suresh Narayanan
Chairman & MD Nestle India Ltd.



Deepak Parekh
Chairman HDFC



Sanjeev Mehta
Chairman & MD
Hindustan Unilever Limited

LIVE INDUSTRY PROJECTS



CORPORATE CONNECT & PLACEMENTS



INDUSTRY ENDORSED CURRICULUM



EXPERT PANEL ON PGDM RBA CURRICULUM DEVELOPMENT: Ms. Abanti Sankaranarayanan, Chief Strategy & Corporate Affairs Officer & Member Executive Committee, Diageo India; Mr. Jay Desai, Founder & Managing Director UC Strategy, Mr. M.K. Ajay, Executive Vice President Human Resources, Colgate - Palmolive (India) Ltd.; Mr. Jamil Khatri, Global Head of Accounting Advisory Services at KPMG LLP; Dr. Vijay Khole, Former Vice Chancellor University of Mumbai

Who can apply?

- Students pursuing or completed a minimum of 3 year graduate programs in any discipline with minimum 50% aggregate marks from any University recognized by Association of Indian Universities (AIU)/AICTE.
- Students with scores in entrance tests like CAT/XAT/MHCET/MAT/CMAT/GMAT/ATMA

Admission Process



ISME - SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

ISME Tower, One Indiabulls Centre, Senapati Bapat Marg, Lower Parel, Mumbai 400013

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