SPARTAN
Allied Services
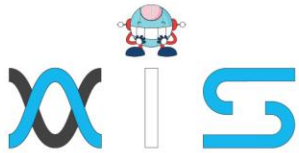*Deliver Results - Create Value*

simplilearn

XIS

Professional Certificate Program in Business Analytics

University Program

Course Outline

Course Overview:

Business analytics (BA) is the combination of skills, technologies, and practices used to examine an organization's data and performance to gain insights and make data-driven decisions in the future using statistical analysis. The goal of BA is to identify which data sets are useful, and analyze those to increase revenue, productivity, and efficiency in any organization.

Ride this wave and accelerate your career with this acclaimed Business Analytics Post-Graduate Program. This program features a thorough mix of theory, projects, and extensive hands-on practice, while leveraging Carlson School of Management's (University of Minnesota) academic excellence and IBM's industry prowess. More importantly, you'll learn about the theoretical underpinnings of analytics, and gain the practical know-how to quickly and successfully apply the right tools and techniques to new problems.

This Post-Graduate Program offers a blend of online self-paced videos, live virtual classes, hands-on projects, and labs. Participants also have access to mentorship sessions that provide a high-engagement learning experience and real-world applications to help master essential business analytics skills. You will gain exposure to analytics, data transformation, storytelling, an understanding of algorithms to solve complex business problems, optimization techniques, data visualization, and much more.

Key Features:

- Program completion certificate from Carlson School of Management, University of Minnesota and Simplilearn
- University of Minnesota's Alumni Association membership
- Masterclasses from distinguished UMN instructors
- Industry-recognized IBM certificates for IBM courses
- Masterclasses, Ask Me Anything sessions & Hackathons conducted by IBM experts
- 12+ industry-relevant projects from the likes of Walmart, Zomato, and more
- 14+ practical tools and frameworks for innovation to bring impact to your work Industry-relevant, case-based learning
- Seamless access to integrated labs Simplilearn's Career Assistance to help you get noticed by top companies
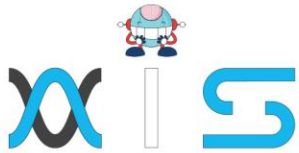
# About Carlson School of Management, University of Minnesota

Since its establishment in 1919, the University of Minnesota's Carlson School of Management has been a leader in business education. By embracing innovative teaching methods, cultivating world-class faculty, and promoting cutting-edge research, the school has served as a beacon of knowledge for the world's business community for generations. From the beginning, members of the business community worked in partnership with the school's faculty and students by providing classroom speakers, internships, employment opportunities, and scholarships. In that first year, 14 faculty members instructed 88 students. Today, the Carlson School of Management has nearly 5,000 students, 57,000 alumni, thirteen-degree programs, and 103 tenure-track and 39 full-time instructional faculty members.

The Carlson School has a rich history of faculty developing new ideas and innovations, translating that scholarship into practice, and using it to provide real-world opportunities for MBA students. The Carlson School also offers a wide range of specialized master's programs that help students not only excel in the job market but also become a leader in their respective fields.

Program Eligibility Criteria and Application Process:

For admission to this Post-Graduate Program, candidates should have:

- A bachelor's degree (any background)
- The drive to apply course concepts to real-world business problems
- 2+ years of formal work experience (preferably)
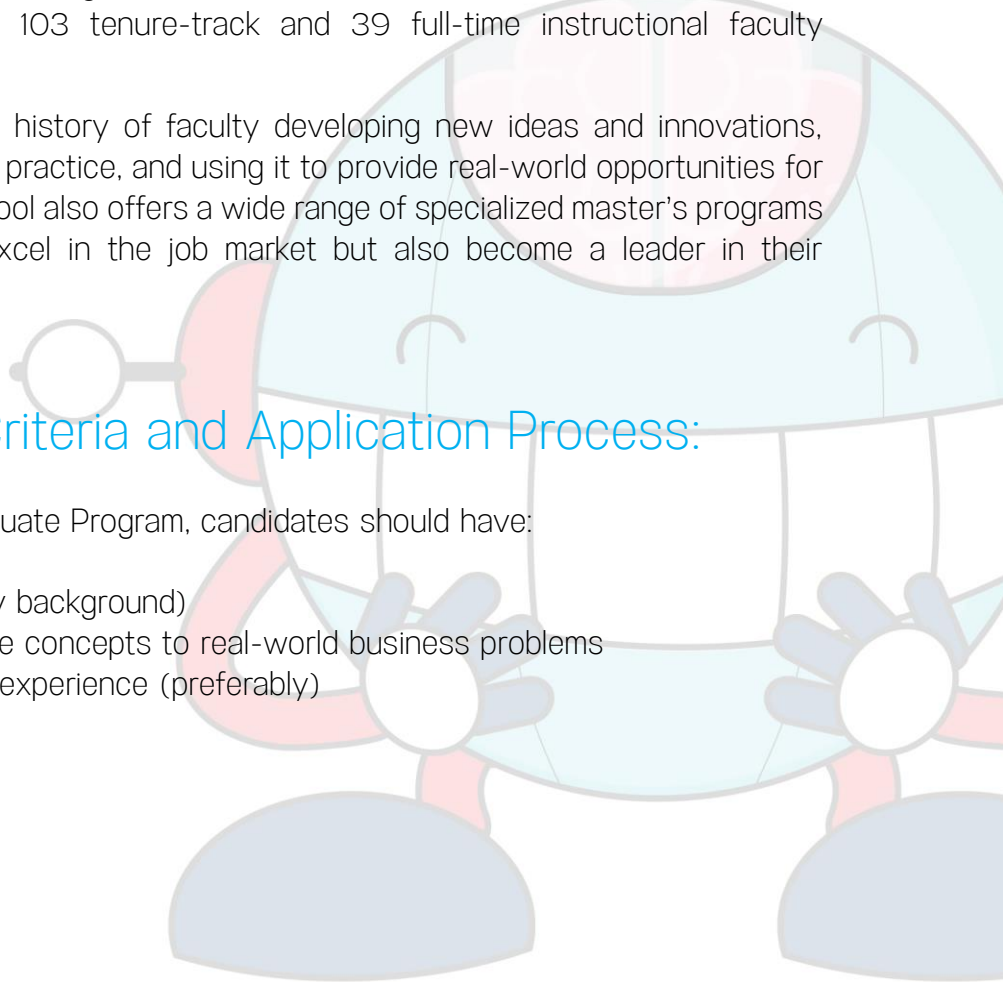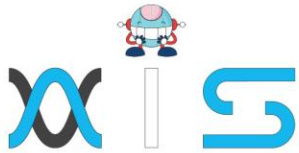
Careers in Business Analytics:

- 600,000 jobs and more on the horizon for Business Analytics
  - Source: Multiple Job portals
- 13.5% CAGR growth expected from 2021 to 2030
  - Source: Allied Market Research report
- $77K Average Annual Salary
Source: Glassdoor

Some Typical Job Roles in the Business Analytics Career Path

Some of the key roles to consider when searching for a business analytics career path include:

Business Analyst
Job role: Business analysts are responsible for identifying and assessing the changing needs of the business. They're frequently asked to analyze the impacts of change, and document and support communication between relevant groups and stakeholders.
Avg Salary: $81K/yr

Project Manager
Job role: As a project manager you'll use your data-driven business acumen to plan, budget, and oversee your organization's project/s. You will also need to be organized and possess excellent leadership and criticalthinking skills.
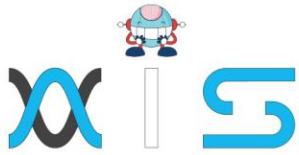Avg Salary: $75K/yr

Data Analyst
Job role: Data analyst responsibilities include conducting a full -lifecycle analysis to include requirements, activities, and design. Data analysts will develop analysis and reporting capabilities.
Avg Salary: $70K/year
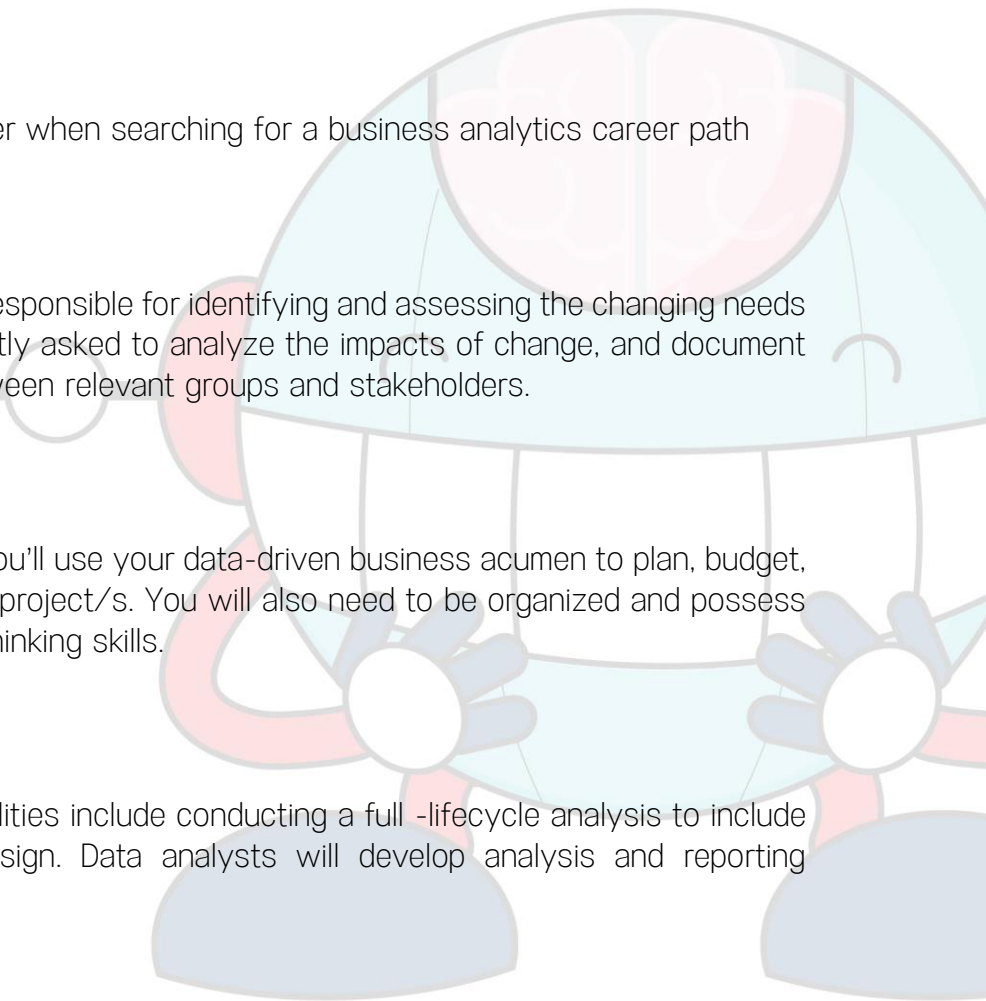
Market Research Analyst

Job Role: Market research analysts compile complex reports, spreadsheets, surveys, and opinion polls to gather and evaluate relevant market intelligence that helps organizations market their products or services in the best way possible. Data can include consumer demographics, spending habits and sales trends, needs, interests, and preferences. Market research analysts need a good working knowledge of statistical software and techniques in order to monitor and forecast the effectiveness of such strategies.

Avg Salary: $63,120

Who should enroll in this Program?

This Post-Graduate Program is ideal for graduates and working professionals from all backgrounds— with or without programming experience. Having an analytical mindset, the drive to learn, and how to make impactful changes might mean that this course is for you. The diversity of our students adds richness to class discussions and interactions. Some of the most suited participants for this Post-Graduate Program include:

- IT professionals
- Banking and finance professionals
- Marketing managers
- Supply chain network managers
- Consultants
- Software engineers
- Analysts

Eligibility Criteria

For admission to this Post-Graduate Program, candidates should have:
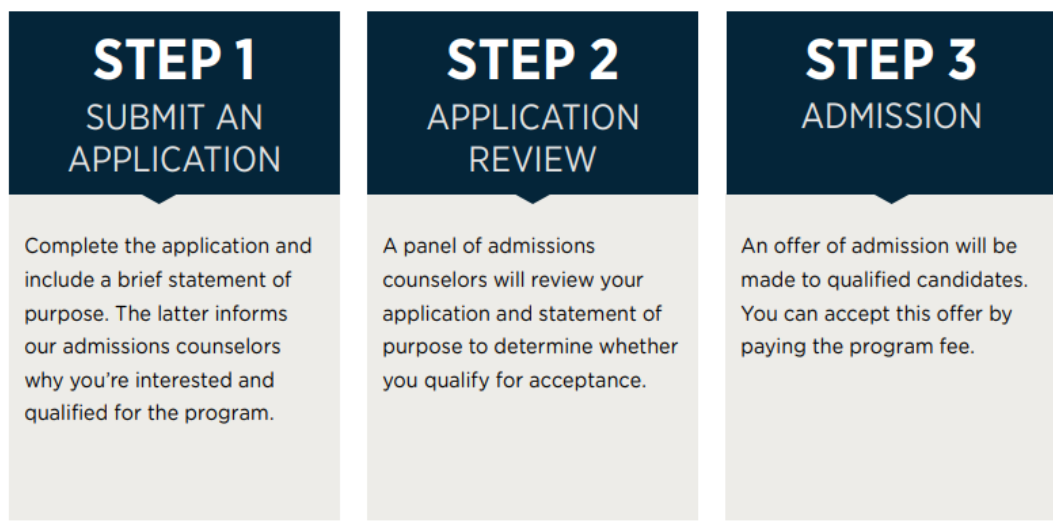
- A bachelor's degree (any background)
- The drive to apply course concepts to real-world business problems
- 2+ years of formal work experience (preferably)
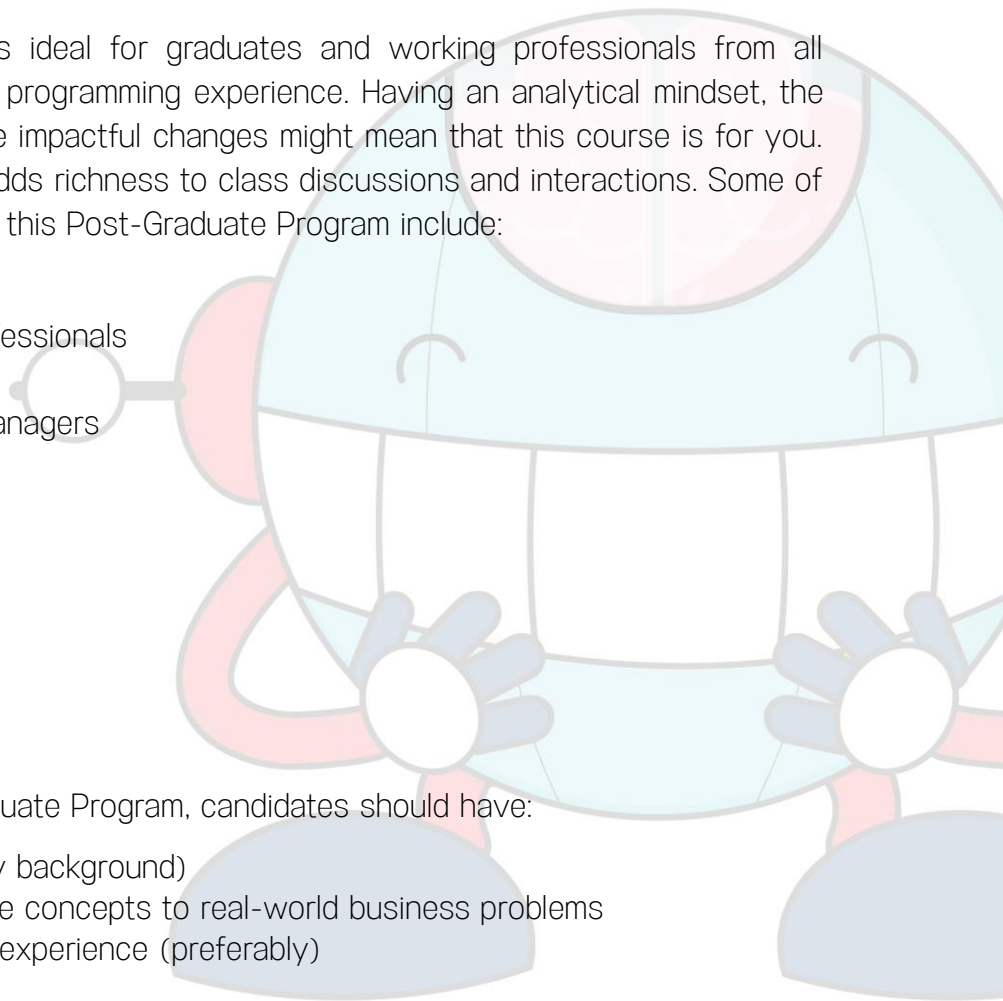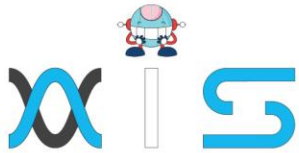
Application Process

The application process consists of three simple steps. An offer of admission will be made to the selected candidates and accepted by the candidates by paying the admission fee.

STEP 1
SUBMIT AN APPLICATION

Complete the application and include a brief statement of purpose. The latter informs our admissions counselors why you're interested and qualified for the program.

STEP 2
APPLICATION REVIEW

A panel of admissions counselors will review your application and statement of purpose to determine whether you qualify for acceptance.

STEP 3
ADMISSION

An offer of admission will be made to qualified candidates. You can accept this offer by paying the program fee.

Talk to an Admissions Counselor

We have a team of dedicated admissions counselors who are here to help guide you in applying to the program. They are available to:

- Address questions related to the application
- Assist with financial aid (if required)
- Help you resolve your questions and understand the program
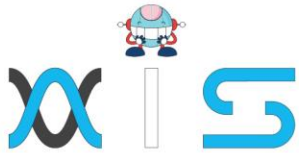
Program Outcomes:

- Grasp the fundamentals of Excel analytics functions and conditional formatting
- Understand the tools and techniques used in business analysis planning and monitoring
- Understand essential statistical concepts and SQL concepts
- Apply statistical tools and concepts like moving averages, hypothesis testing, ANOVA, and regression to data sets using Excel
- Gain an in-depth understanding of the basics of R and learn how to write your own R scripts
- Master R programming and understand how various statements are executed in R
- Define, understand, and use apply functions and DPLYR functions
- Understand and use graphics in R for data visualization and gain a basic understanding of related statistical concepts
- Understand and use the hypothesis testing method to drive business decisions and use linear and nonlinear regression models and classification techniques for data analysis
- Learn to visualize data using Tableau and Power BI and become proficient in building interactive dashboards

Learning Path:

1. Introduction to Data Analytics
2. Business Analytics with Excel
3. SQL
4. R Programming for Data Science
5. Data Analytics with R
6. Data Visualization using Tableau
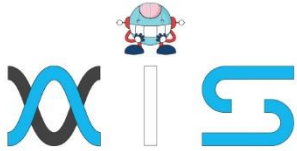7. Business Analytics program Capstone
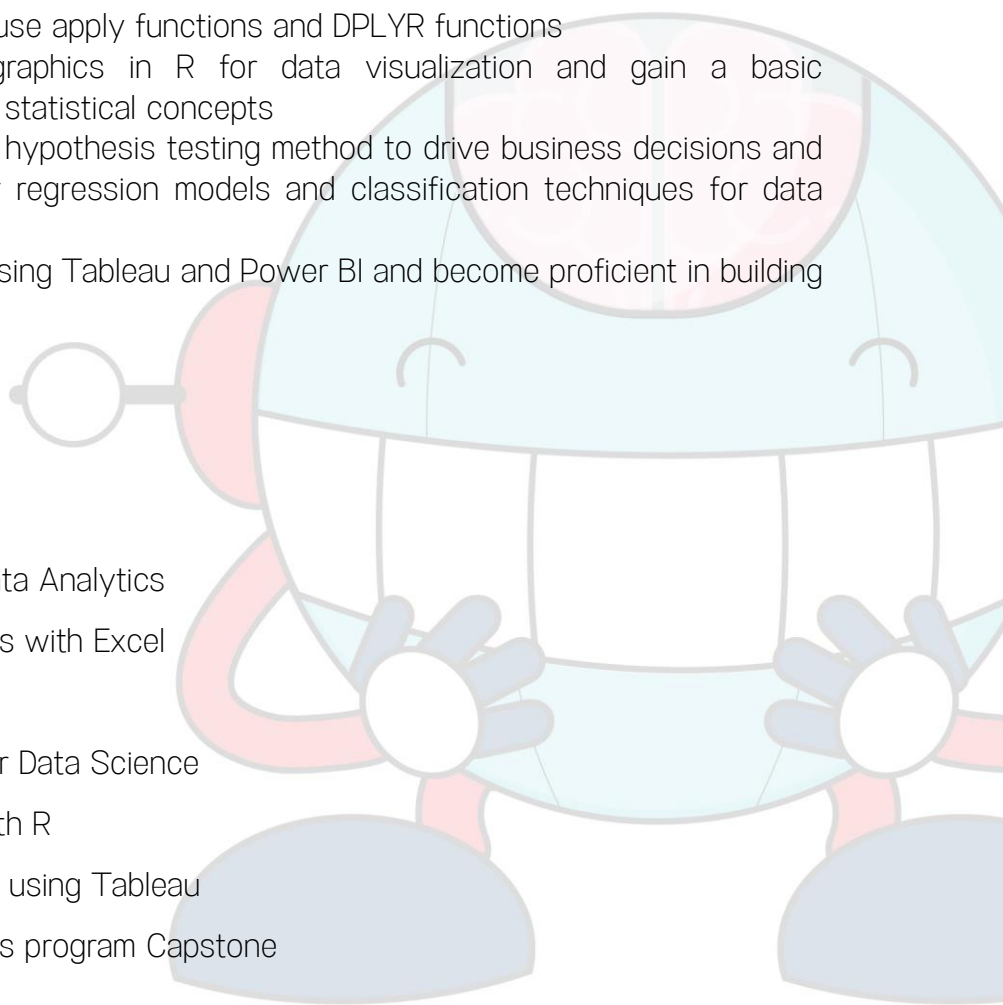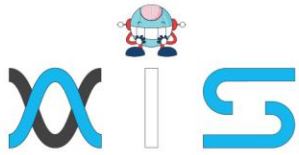
Electives:

- Data Analysis with Python

- Mathematical Optimization for Business Problems

- Data Visualization using Power BI

- Business Analytics program: UMN Academic Masterclass

- Business Analytics program: IBM Industry Masterclass
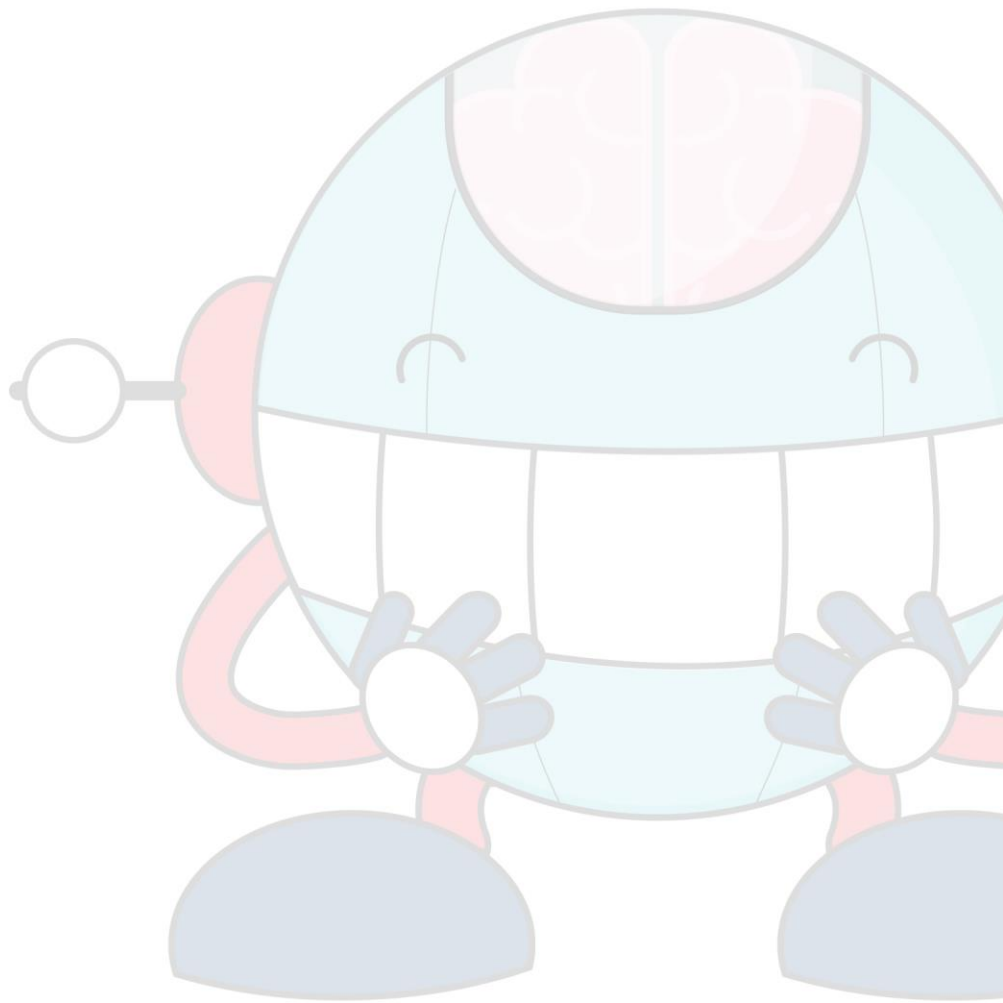
AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners

SAS Management, Inc.

SAS Management, Inc. has been a leader in the training, certification and consulting services industry in the Philippines. With offices in Makati, Ortigas and Cebu, Philippines, the company has been the top training and consulting company for over 9 years. In its years of existence, it has provided certificates to over 100,000 professionals including 10,000 participants in the 160+ courses that have been conducted just during the 2020-2021 pandemic alone. The most sought-after courses being offered are ITIL, Project Management Professional (PMP)®, COBIT 5, Six Sigma Yellow Belt, Six Sigma Green Belt, PRINCE2, and organizational skills, among others.

Simplilearn

Simplilearn, based in California and India, is the world's #1 online bootcamp and one of the world's the leading certification and training providers. Simplilearn trained over 2,000,000 professionals with 2,000+ trainers and provides over 400 different courses.
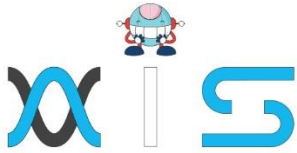
Technology Partner

Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

Partners & Affiliates

The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.

Office Addresses

NXT AIS Inc.		Juan Antonio III Building 315 Maysilo Circle, Mandaluyong, Philippines
SAS Management, Inc.	• Head Office	Unit 1602 Cityland 10 Tower 2 6815 HV dela Costa cor Ayala Avenue Makati City, Philippines
	• Branch Office	Unit 204 Villa Building Jupiter St. corner Makati Avenue Makati City, Philippines
	• Branch Office	Room 201 2nd floor OLS Building 443 Gorordo Avenue., Brgy. Kamputhaw Cebu City, Philippines
	• Branch Office	Malaysia - SAS Management Sdn Bhd 6f-16, IOI Business Park, Persiaran Puchong Jaya 47170, Selangor
Simplilearn	• Simplilearn Americas, Inc Pvt Ltd.	201 Spear Street, Suite 1100, San Francisco, CA 94105 United States
	• Simplilearn Solutions Pte Ltd.	NALANDA 53/1 C, Manoj Arcade, 24th Main Rd, Sector 2, HSR Layout, Bengaluru 560102, Karnataka, India.
	• Simplilearn Singapore	#14-302, The Plaza, 7500A Beach Rd, Singapore 199591