



**FORE School of
Management,
New Delhi**



**University of
California, Riverside
Extension**

CERTIFICATE PROGRAM

**BIG DATA AND DATA ANALYTICS
(MARKETING SPECIALIZATION)**

**23RD JULY, 2016—1ST OCTOBER, 2016
(2ND BATCH)**

**(A Short-Term Specialization Certificate Program with emphasis on Lab-work)
ALL LECTURES IN CLASSROOMS OR LAB AT INSTITUTE**

INTRODUCTION

Certificate Program in Big Data and Data Analytics is a 120 + 30 hours JOINT program of University of California, Riverside (UCR) Extension and FORE School of Management, New Delhi. The program intends to equip Business Professionals, Managers, Decision Makers, Students and Research Scholars with state-of-the-art techniques of predictive analytics. While the inner workings of these techniques like the engine under a car-hood can be very complex, yet understanding how they work and when to use them are conceptually simple and can render tremendous insights into client behavior and market characteristics that business managers can use in framing their overall Business Strategy. This Program is Project oriented—Every analytical model that we build has an accompanying project using real data from Industry.

Participants have the *option* to complete only the 120 hours program (Option I) or the full 150 hours (120+30 hours) program (Option II). Those completing 120 hours program (Option I) will be awarded **Certificate in Big Data and Data Analytics (Marketing Specialization)** from **FORE School of Management** and those completing additional 30 hours at UCR (total 120+30 hours program, Option II) will be awarded a JOINT **Certificate in Big Data and Data Analytics (Marketing Specialization)** from **University of California, Riverside Extension and FORE School of Management**. Credits earned in 120 hours program are transferable to FORE School's Integrated Working Manager's Group Program leading to PGDM (Part-time).

Participants to 150-hrs program (Option-II), if they like, get direct admission to UCR's 9-months Post Graduate Diploma in Management (PGDM) program. There is no need for appearing in GMAT examination. After passing 9 month PGDM program students are eligible for paid work in the USA for one year through Optional Practical Training (OPT).

More info at <http://bigdata.fsm.ac.in> OR at UCR site: <http://www.iep.ucr.edu/fsm>.

COURSE CONTENTS

It is a Short-term specialization program. With this in mind, we have made it rich in applied and practical aspects. The Course curriculum includes:

- Introductory Business Statistics and Statistical Modeling.
 - Data mining and Data Analytics
 - Marketing Analytics & Web Analytics
 - Customer Relationship Management Analytics
 - Capstone Project (part of full 150 hours program)
- 120 hours classroom work + lab session at FORE
- 30 hours module at UCR, USA

Topics included are: Data pre-processing, exploration and visualization, cluster-detection/segmentation, classification techniques, mining association rules, text and web mining, recommender engines and deep learning, Modeling will be undertaken among others using RStudio/KNIME/H2O/Orange. Detailed Course contents are available on FORE's website at: <http://bigdata.fsm.ac.in>.

PEDAGOGY

The course is *heavily LAB-ORIENTED* and has been specially designed after our experience with teaching managers across varied educational backgrounds. Students are first exposed to a problem, then explore data and learn techniques and tools to solve the problem and finally a model is built in the lab and evaluated. We explain analytical methods by emphasizing conceptual understanding of techniques rather than mathematics.

BIG DATA LABORATORY

The Institute has acquired and established a State-of-Art Big Data and Data analytics laboratory. The big-data laboratory has World renowned Hortonworks Data Platform as also Cloudera with layers of analytical applications that make it very easy for a manager even from non-science background to learn and practice techniques of Data Visualization and Data Modeling using Graphical User Interfaces.

WHO CAN APPLY?

- **Executives:** Ambitious Executives (From Private/Public sectors) looking forward to sharpening their skills in making sense of data in order to add more value to their organization and to society
- **Academicians:** Lecturers and Professors who have had some introductory program in Statistics.
- **Data Scientists/ Research Scholars :** Techniques taught to them will have applications in a broad array of disciplines.
- **Students:** Second year students currently enrolled in Engineering/ PGDM/ MBA or any graduate or post-graduate program who have had an introductory course in statistics.

PROGRAM DATES AND TIMING

The program has two options: Option-I and Option-II. Classes for first 120 hours (option-I) will be held at FORE Campus followed by (optional) two weeks, 30 hour program, at University of California, Riverside Extension, California (option-II). Classes for 120 hour program will be scheduled generally on Saturdays and Sundays though different days in the week (and timings) can be fixed if all registered participants agree to the change.

Dates:	23rd July, 2016– 1st October, 2016	— 120 hours (at FORE, New Delhi)
	5th October, 2016 - 20th October, 2016	— 30 hours (UCR, USA + Site visits. Firm dates to be declared at program start)
Timing:	9AM - 3:45PM (Saturday/Sunday)	— at FORE, New Delhi (Tea with light snacks & lunch will be served)



PARTICIPATION FEE

Total fees for Option-I (120 hours) is Rs. 60,000/- and for Option-II (full 150 hours) is Rs. 85000 +US \$2800 (total about Rs. 2,72,000). Rs. 60,000/- are to be deposited at the time of registration and balance (for participants pursuing Option-II) Rs 25000 + US \$2800 (equivalent in INR) after a month. The program at FORE is non-residential though tea with light-snacks and lunch will be served during classes. The fee includes tuition, site visits at California, hotel accommodation in Riverside (double occupancy), most meals, transportation to and from airport and a LA tour. For UCR visit students are to bear the cost of airfare between India and the USA, visa fess (including any processing fee) and all personal expenses. Fee is to be paid in Indian Rupees through cheque at par/ DD or Electronic transfer to our bank account (NEFT/RTGS) in favor of “FORE School of Management”, payable at New Delhi . Service tax @15% will be chargeable or as applicable. The Venue of program will be FORE Campus. (For Early-bird and Group discounts please visit our website below).

More details at our website at: <http://bigdata.fsm.ac.in>.



Ashutosh Pratap Singh, Chief Manager, India Today Group

“It is a comprehensive course to understand various aspects of data-driven marketing. A true learning tool for all new age marketers.”

Dr. Pankaj Srivastava, Director, Min of Corporate Affairs and Member Indian Statistical Service

“It offered a very comprehensive view of BigData tools, techniques, real life case studies, resources available...Faculty deserves special mention for thoroughness, commitment and mentorship..”

PROGRAM FACULTY

- **Prof Jitendra K Das:** Director, PhD, University of Toronto; M.Tech. (Management and Systems), IIT Delhi; B.Tech.(Chemical Eng) Director, FORE School of Management, has been a Professor of Marketing and the founder Dean (Noida Campus) of the IIM Lucknow. With a B.Tech. and M.Tech. both from the IIT Delhi, and a doctorate from the University of Toronto, he has to his credit many national and international publications and has a wide-ranging experience in industry in the development of customer interface and sales systems at WIPRO. He has been a consultant to the World Bank, IDRC (Canada), GWB (for GTZ Germany), Coal India Ltd., GlobeCaste India (a division of France Telecom).
- **Prof Terri Horton:** MBA, MA, University of California Riverside, Extension; She is an experienced Professor with expertise in the areas of branding, marketing strategy, consumer research, and analytics. She has taught for the University of California at Los Angeles (UCLA), Riverside (UCR) and the University of Hawaii. She is a marketing and advertising subject matter expert (SME) and advisor for Guidepoint Global. Additionally, Horton is a member of the American Marketing Association and the Digital Analytics Association.
- **Prof Asif Zameer:** PhD (Retailing), Hamdard University; MBA, Jamia Millia Islamia; B.E. (Mech.), Delhi College of Engineering (DTU). He has worked at senior positions in organizations such as BHEL, Gresham India, Geep Torches, Duracell, Gillette and Amkette Computer Peripherals looking after marketing and business development functions. A distinguished faculty in Sales & Distribution, Retailing, Mall Management, Marketing Management and has taught at leading B-schools. He has internationally acclaimed research to his credit.
- **Prof. Ashok Kumar Harnal:** Graduated from IIT Delhi; M. Phil, MA (Economics): Expert in Big Data and Data Analytics both on the technology side as also on Analytics side. Extensively taught faculty and students on the subject of big data technology and analytics. Participated in various machine learning problems in areas of business & marketing.



REGISTRATION

The registration form duly filled in along with the program fees should reach us at least 7 days before the commencement dates of the program. In case of subsequent withdrawal or cancellation of registration no refund is allowed. However, substitutes may be permitted with prior permission. Registration form is also available online (<http://bigdata.fsm.ac.in>) and may be filled therein.

For registration/any other information, please contact MDP office

FORE School of Management

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