PGDM-BDA BATCH OF 2019-21
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ABOUT GOA INSTITUTE OF MANAGEMENT

Goa Institute of Management (GIM) is among the top premier B-schools of the country with a rich legacy of 26 years. Amid the Western Ghats, the campus is surrounded by scenic beauty offering everyone their daily dose of serenity. The adept faculty here at GIM enable a nurturing learning environment for the students and inculcate in them values, morals, skill and knowledge to prepare them for tomorrow.

Being a thoroughly student driven campus, GIM offers 25 clubs & societies under various verticals to students as a platform outside the classroom to learn & apply the trades of management. Through this, students get to grow and mould themselves and be well equipped to face the challenges in the real world.

The Big Data Analytics Program

Goa Institute of Management offers PGDM-BDA (Big Data Analytics), a program with the right mix of Management and Analytics. The course offers students a gateway into the intertwined world of business and analytics by enabling them to be equipped with the various analytical tools used in the market to solve business problems.

Powered by SAS, the program offers a right balance between management and analytics making every student data-savvy and future ready. The well-experienced faculty offer a purview which creates a platform for students to always learn, update and enrich themselves. Being the need of the hour, this program is tailor made for anyone looking for a leeway into the world of big data analytics.
MESSAGE FROM THE DIRECTOR

'Data is the new oil.' More specifically Big Data Analytics is integral today to the way business is done and this spans across all kinds of business - from media, banking, healthcare and IT to logistics, traffic management, retail buyer behavior, and genetics.

Last year we at the Goa Institute of Management introduced a Two-Year full-time PGDM Programme in Big Data Analytics. This is one of the first management programme in the country focused on the exciting field of Big Data with an aim to create Data Literate Managers for tomorrow's needs.

We believe that the need for managers with command over fundamentals of data science will only keep rising as more and more decisions and more importantly business insights will be data-driven rather than intuition based. The feedback of first batch students of Big Data Analytics has been very encouraging and we look forward to the programme carving out a place for itself.

The Big Data Analytics program has been structured by a board of studies comprised of leading academicians and industry leaders in the field of Big Data Analytics. This unique PGDM-BDA programme builds on GIM's quarter century-long excellence in management education nurturing business leaders with personal integrity, social responsibility and with a global outlook. Our students get a thorough understanding of Indian Business and a deep International perspective. The pioneering batch in this program has participants from across the country and a significant part of the batch comes with prior work experience. I extend a warm welcome to our partners from industry to visit our campus, interact with our students and participate in our placement process.
MESSAGE FROM THE PROGRAM CHAIR

The Big Data Programme in Goa Institute of Management is the first of its kind in its conception, design and delivery. It is based on the premise that future managers will be expected to have strategic understanding of data in an emergent paradigm of Big Data. The managerial silos in which the business responds today to this paradigm in the Business Analytics mode—Strategy, Data Scientist-Implementation—will not work when the new technology euphoria recedes, and the technology gets subsumed in the management function. It is therefore, we envisioned a by-line for this programme, Creating “Data-fluent, Future-Ready” managers.

The design of the programme is validated with many practitioners and academicians and ultimately with the 10-member of Board of Studies comprising eminent persons from India and abroad. It covers entire management gamut, to acquaint students with the business universe and the entire analytics in a hands-on mode, in the state-of-the-art Data Labs by expert faculty, and hand-held by qualified Academic Assistants.

The programme is backed by SAS institute, with an associated free offer of one SAS certification. It provides huge interface with industry in the form of guest lectures and uniquely designed five-month long industry internship that exposes students not only to actual analytics project in a company but also an opportunity to earn a job offer just after the first year. As the students come back to complete the balance two terms, they make an informed choice of the elective courses for their job.

The course is well received by the market going by over two dozen companies coming to the campus to pick up the first batch of 60 students. It uniquely earned a laurel while in its first term itself in being ranked among top 10 full time analytics courses by Analytics India. In response to this overwhelming reception, it stands to be the only course whose intake was doubled before even the first batch passed out, with AICTE approval. The programme prides by its flexibility to seek and absorb feedback from market as well as technology experts.
MESSAGE FROM THE PLACEMENTS CHAIR

The world of business is changing rapidly, fuelled largely through advances in technology that enables generating, capturing, storing, transforming and analysing huge amount of data. Available traditional technologies are incapable of handling such large volumes of data. New technologies such as artificial intelligence, machine learning, deep learning, Hadoop ecosystems have emerged to handle huge amounts of data.

The ability to use these technologies thus becomes important for managers to make informed business decisions. As such, it would be expected of every manager to develop expertise in data analytics along with business domain knowledge.

PGDM Big Data Analytics program of Goa Institute of Management (GIM) builds strong understanding in business domain along with training in data analytics. The students go through a rigorous class room learning process and are exposed to large number of talks by analytics practitioners. This is further augmented by summer internship of 5 months duration with companies working on live projects.

The program is well supported by our industry partners, through guest lectures, visiting faculty, internships and placements. We look to further deepen this relationship to include opportunities for consultancy, research and executive education. We cordially invite companies to be part of our corporate engagement activities.
MESSAGE FROM THE FACULTIES

Businesses are increasingly moving their operations online undergoing a 'digital transformation'. Concomitantly, there is a huge increase in available data as well as a need to systematically mine this data to make analytically sound business decisions. Such decision making would not only involve experience with big scalable databases and sophisticated machine learning algorithms but also a good grasp of business fundamentals and economics. Here is where the GIM big data analytics program comes in.

Ours is a one of a kind program that meets the needs of data and analytics driven businesses. As evidenced by the industry response to the first batch of BDA graduates, our finely curated mix of technical and management courses is already proving to be highly effective in nurturing talented individuals who can give firms a competitive edge in the increasingly digital business world. It is the ideal program for those seeking to build a career in the rapidly growing marketing and financial analytics industries.

Goa Institute of Management (GIM) in its 25th year of existence undertook an intensive exercise to forecast the trend in management practice and noted that future managers may have to be fully versed with the prowess of burgeoning data in business decisions.

The course we designed, with extensive interactions with practitioners and academicians, both in India and abroad, aims at producing such 'data-savvy, future-ready' managers. It creatively provides the capped content of a typical MBA course and hands-on training a typical post-graduate data analyst will have, along with a five-month in-company management internship. It is thus akin to a dual degree in management and data analytics with intense interface with management practice.

The trend in data analytics in companies shows that every manager will have to have a data perspective of his function and knowledge of how it could be used for sustaining a competitive edge.
BOARD OF STUDIES

- Prof. Karoly Boroczky
  Professor and Head of Department of Mathematics and Its Applications, Central European University

- Prof. Chandrasekhar Subramanyam
  Sr. Professor and Director of Business Analytics Centre, IFIM Business School, Bangalore

- Mr. Sandeep Mittal
  Managing Director, Cartesian Consulting Pvt. Ltd., Singapore & Mumbai (India)

- Prof. Prithwis Mukherjee
  Programme Director, Business Analytics, Praxis Business School, Kolkata

- Prof. Arnab K Laha
  Professor, Production and Quantitative Methods, Indian Institute of Management, Ahmedabad

- Prof. Niloy Ganguly
  Professor Department of Computer Science and Engineering, Indian Institute of Technology Kharagpur

- Prof. Pulak Ghosh
  Professor, Quantitative Methods and Information Systems, Indian Institute of Management, Bangalore

- Dr. Anshuman Gupta
  Director Data Science at Pitney Bowes and Ex-Head of Data Science Program at Cognizant Technology Solutions

- Dr. Soumitra Das
  Senior Consultant, Education, Asia-Pacific Regional Education Team, SAS Institute (India) Pvt Ltd

- Mr. Shailendra Singh
  Head, eCommerce, Hindustan Unilever Ltd, Mumbai, India
VISION

To be the premier center in the country in emerging paradigm of management associated with Big Data.

MISSION

To address the emerging needs of the business world in terms of creating data-savvy, future-ready managers who are trained to handle the entire gamut of tools and technologies to make Big Data create value to their organizations.

PEDAGOGY

The course is particularly designed to facilitate students to grasp business essentials with the help of conceptual knowledge as well as empirical cases and apply the BDA-tools and techniques to come up with interesting insights. Apart from cases that depict business situations, there will be actual business data to help students to apply various BDA in a hands-on mode. Actual BDA practitioners shall be involved in teaching a part of each course to give real-life flavor to the classroom.

The course involves the extensive application of case-based learning, use of simulations, seminars, and actual hands-on training, assignments both at individual and group levels, and intensive exposure to the actual business problems through on-site industry projects. The students are encouraged to creatively think about business situations, proactively anticipate issues and problems, and innovatively deal with them such that they are fully prepared to plunge into the business world to make a challenging professional career. The curriculum broadly follows the pattern proposed by the AICTE. It consists of core courses of 71 credits and elective courses of 48 credits.
ADMISSION PROCESS

Apply with Entrance Exam Score

CAT, XAT, CMAT or GMAT

GIM's Analytics Aptitude Test (GAAT)

Group Discussion and Personal Interview

Final Shortlisting

Objective Assessment | 45%
Academic Performance | 15%
Work Experience (if any) | 10%
One-on-one Interview | 30%
COURSE STRUCTURE

Course Name
1. Introduction to Data, Databases & Data Mining
2. Introduction to Excel
3. Basics of Management

Term 1

Course Name
1. Statistic for Analytics
2. Business Economics
3. Managerial Accounting
4. Programming with R
5. Data Preparation, Integration & Querying
6. Strategic Analytics
7. Design Thinking

Term 2

Course Name
1. Predictive & Prescriptive Analytics (R)
2. Big Data Ecosystem and Technology
3. Marketing Management
4. Finance for Managers
5. Mathematical Models for Managerial Decision Making
6. Programming for Analytics (SAS)

Term 3

Course Name
1. Machine Learning
2. Programming with Python
3. Story Telling Using Data
4. Production and Operations Management
5. Analytics in People Management
6. Analytics in Project Management
7. Behavioural Economics
Term 4

Course Name
1. Summer Internship (Five Months) 1st April to 31st August

Term 5

Course Name
1. Ethical Issues in Big Data
2. Capstone Business Simulation
3. 5 Electives

Term 6

Course Name
1. IOT Analytics
2. Cloud Computing & Cyber Security
3. 5 Electives

List of Electives for Term V & Term VI

1. Financial Analytics
2. Insurance Analytics
3. Financial Derivatives
4. Financial Econometrics
5. Valuation Analytics
6. Fraud Detection in Banking and Insurance
7. Credit Risk Analytics
8. Digital Transformation
9. Blockchain
10. Robotic Process Automation
11. Analytics for Pricing and Revenue
12. Marketing Analytics
13. Platform Business
14. Public Policy Analytics
15. Healthcare Analytics
16. Transportation Analytics
17. Sports Analytics
18. Web & Social Media Analytics
19. Sales Analytics
20. Marketing Optimization Models
21. Supply Chain Analytics
22. Retail Analytics
23. Customer Analytics
24. Energy Analytics
25. Advance HR Analytics
26. Deep Learning
27. Manufacturing Analytics
BATCH OVERVIEW & DETAILS

117
BATCH STRENGTH

48 69
FEMALES MALES

STUDENT EDUCATION BACKGROUND
Shivam Agrawal
B.Tech (Chemical Engineering)
Work Ex: 36 months

Shivam Jindal
BBA (Finance)
Work Ex: 12 months

Shivani Singh
B.Tech (CSE)
Work Ex: 22 months

Shreya Bhattacharya
B.Tech (ECE)
Work Ex: 36 months

Shruti Arunkumar
B.E. (ECE)
Fresher

Shubham Gupta
B.Tech (CSE)
Work Ex: 11 months

Shyamdeep T
B.Tech (CSE)
Work Ex: 40 months

Siddhanth Chakraborty
B.Tech (EI)
Work Ex: 44 months

Smiti Jha
B.Tech (ECE)
Work Ex: 33 months

Sourabh Balasaheb Chipkar
B.E. (E&TC)
Work Ex: 36 months

Srishti Chaudhary
B.Tech (CSE)
Work Ex: 22 months

Tanisha Gupta
BBA
Fresher

Ujjwal Gaur
M.A. (Economics)
Work Ex: 70 months

Utkarsh Dev
B.Tech (CSE)
Fresher

Varun Rachakottinathan
BBA
Fresher

Vemula Atchi Reddy
B.Tech (Mechanical)
Fresher

Vibhav Gupta
B.Com
Work Ex: 18 months
CAMPUS CONNECT LEADERSHIP PROGRAM

Ms. Ujjyaini Mitra
Head of Data Science
Zee 5

Mr. Sandipan Sarkar
Distinguished Engineer
IBM: AI-IoT-Blockchain

Ms. Mathangi Sri
Head of Data Science
PhonePe

Mr. Srinath Jangam
Global Head of Advance Analytics
L & T Construction, Inc

Mr. Rajiv Pandey
Head of Customer Connected & Digital
Tata Motors

Mr. Viswanath Reddy
Associate Principal
Tredence Inc

Mr. Gaurav Sundaraman
Senior Data Analyst
ESPN

Mr. Bidyut Nath
Head - Tata Shop Share Smile
Tata IQ

Mr. Alok Tiwari
Analytics Manager
Flipkart

Mr. Krish Naik
Lead Data Scientist
Panasonic

Mr. Atul Tripathi
Chief Data Scientist - Cyber Security
Tech Mahindra

Ms. Aarti Goyal
Product Manager
PolicyBazaar

Mr. Rohan Sharma
Head of Predictive Analytics
Reliance

Mr. Vijay Nair
Senior Director, Analytics
Lowe’s

Mr. Vijay Thomas
CEO
Tangentia

Mr. Kaushik Chate
Sr. Vice President and Head - Customer Analytics
HDFC Bank

AND MANY MORE ...
STUDENT CLUBS AND ACTIVITIES

- **Samriddhi**: GIM’s National Level Management Fest
- **Sankhya**: The Analytics Club
- **MECCA**: The Marketing Club
- **Society of Finance (SOFIA)**: The Finance Club
- **CCIDT**: The Centre for Creativity, Innovation and Design Thinking
- **RaZzMaTaz**: The Cultural Club
- **Pariyagan**: The Data Science Club
- **Brainvisa**: The Quizzing Club
- **E-cell**: The Entrepreneurship Cell
- **HRiday**: The Human Resource Club
- **Industry Institute Interaction Club (I3)**: Club for interaction between Industry and students
- **Inception**: The Entertainment Club
- **Student Alumni Relations Cell**: Alum Student Relation Committee
- **Health Club**: Fitness Club
- **Prayas**: The Sports Club
- **The Student Advisory Council**: The Disciplinary Committee
- **SCOPES**: The Supply Chain and Operations Club
- **Sprockets**: The Photography and Movie-making Cell
- **Vinidhan**: The Student Investment Fund
- **Student PR Cell**: The Student Public Relations Cell
- **Ribandar Talks**: Hosts industry leaders to conduct talks
- **GIM Agora Speakers International**: The Public Speaking Club
- **Samarthan**: Centre for Social Sensitivity and Action
SUMMER INTERNSHIP COMPANIES SECTOR WISE

Data Analytics
IT Services & Consulting
manufacturing & Logistic
Public System
FMCG
Banking, Financial Services & Insurance
Media & Communication

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PLACEMENT REPORT

Pre-Placement Talks
A pre-placement talk provides companies with an opportunity to increase their visibility on campus. The company also gets a chance to interact with prospective employees, as well as throw light on various aspects of profiles being offered by them.

Placement Policy
A student can apply to any number of companies. Once an offer has been made, the student has to accept that offer. Students cannot withdraw from the selection process of a company once applied to. However, in the event that a student has received an offer in another company, before the result of the current process is announced; they will have to accept the offer that was made first.

PLACEMENT TIMELINE

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POST GRADUATE DIPLOMA IN MANAGEMENT
BIG DATA ANALYTICS

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