

SHORT-TERM DATA SCIENCE COURSES FOR PROFESSIONALS

Designed for Business Associates, Business Managers, Team Leaders, CXOs and Entrepreneurs with in-depth consultation and feedback of senior technology leaders from the industry.



The Bengal Chamber of Commerce & Industry (BCC&I), in association with Praxis Business School, is offering courses Data Science for Managers to upskill corporate professionals and business owners so that they can navigate the digital world and make sound, data-driven decisions.

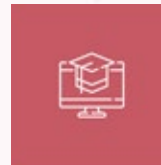
Digitalization has accelerated dramatically due to the COVID situation and existing business models and ways of doing business are under threat of being disrupted. The two key aspects of digitization are: data and technology, and these are the areas where business leaders need to develop superior understanding and comfort to compete and grow their enterprises.

It is these areas that The Bengal Chamber and Praxis Business School are addressing - so that the corporate workforce is suitably equipped with the skills of the digital age.

Course List



Certificate in
Business Analytics
for Managers



Certificate in
Data Science
for Managers

CERTIFICATE IN BUSINESS ANALYTICS FOR MANAGERS

Who can benefit?

- ▶ Business Associates
- ▶ Business Managers
- ▶ Team Leaders
- ▶ CXOs
- ▶ Entrepreneurs

Topics Covered

- ▶ Role of Data in Business Decision making
- ▶ Data Visualization from the Managerial Aspect
- ▶ Data Dashboards & Visual Maps hands-on sessions
- ▶ Slice & Dice Data using MS Excel
- ▶ Examine Data through Charts & Plots
- ▶ Concepts of Time Series Forecasting & Regression

Discounted
Course Fee:

₹ 25,000 + GST

Original Course Fee: ₹ 30,000 + GST.
More discounts for group booking, see the
How to Enroll section.

20 HOURS

Course Duration

20 sessions of duration 1 hour each,
spread across 3.5 weeks

CERTIFICATE IN DATA SCIENCE FOR MANAGERS

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- ▶ Business Associates
- ▶ Business Managers
- ▶ Team Leaders
- ▶ CXOs
- ▶ Entrepreneurs

Topics Covered

- ▶ Role of Data in Business Decision making
- ▶ Data Visualization from the Managerial Aspect
- ▶ Data Dashboards & Visual Maps hands-on sessions
- ▶ Concepts of Time Series Forecasting & Regression
- ▶ Introduction to Machine Learning and AI
- ▶ Concepts of Supervised Machine Learning
- ▶ Unsupervised Machine Learning using Clustering & Association Rules
- ▶ Efficiency and Optimization of the Machine Learning models
- ▶ Predictive Analytics - business applications
- ▶ Analytical thinking and approach - building your organization capabilities

Discounted
Course Fee:

₹ 50,000 + GST

Original Course Fee: ₹ 60,000 + GST.
More discounts for group booking, see the
How to Enroll section.

50 HOURS

Course Duration

50 sessions of duration 1 hour
each, spread across 8 weeks



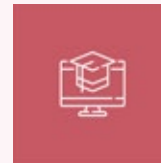
Certificate in Business Analytics for Managers

Learning Outcomes

- ▶ Understand and apply basic statistics concepts with hands-on sessions
- ▶ Uncover data characteristics using Data Exploration technique
- ▶ Visualize data using the latest tools and techniques
- ▶ Build predictive models using Time Series Forecasting and Regression

Potential Outcome and Job Roles

- ▶ Business Analyst,
- ▶ Analytics Managers,
- ▶ Pre-sales Teams



Certificate in Data Science for Managers

Learning Outcomes

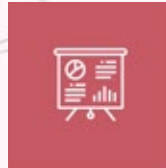
- ▶ Understand and apply basic statistics concepts with hands-on sessions
- ▶ Uncover data characteristics using Data Exploration techniques
- ▶ Visualize data using the latest tools and techniques
- ▶ Build predictive models using Time Series Forecasting and Regression
- ▶ Learn the principles of Data Mining & Machine Learning
- ▶ Examine modelling techniques for Predictive Analytics using an analytical tool
- ▶ Explore use cases for business applications in select industry verticals and functional areas

Potential Outcome and Job Roles

- ▶ Team Leaders
- ▶ Competency Heads
- ▶ Analytics Managers
- ▶ Pre-sales Teams

About the Faculty

The programs are designed and delivered by a faculty team of high academic pedigree and rich industry experience, in collaboration with partners from the industry. The objective is to help train their workforce to lead and participate in their digital transformation journey. Some of our clients include Infosys, TCG, Siemens, ITC Infotech, HGS, HPL.



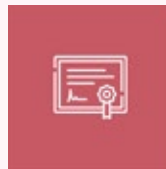
Program Design

The programs have been designed to enable business managers and leaders take critical decisions based on analysis of data, without having to go through the rigor of coding. Participants will learn to use Orange, a powerful tool, user-friendly for data science.



Program Delivery

The program will be delivered by the renowned faculty in on-line, synchronous mode, and will involve a mix of interactive lecture, use-case discussions and lab sessions. There will be ample opportunity to understand and apply concepts and clarify doubts.



Certification

To be jointly provided by The Bengal Chamber of Commerce and Industry, one of the oldest Chambers of Commerce and Praxis Business School, a top-ranked institution in the data science domain.

How to Enroll?

1. To enroll, candidates need to fill-up the Admission Form and pay using the payment link <https://aim-bengalchamber.nowpay.co.in>. On successful completion of payment, the invoice will be shared and our representative shall get in touch with the candidate for further communication. Candidates can pay the Course Fees using Debit Card / Credit Card / Net Banking / UPI /Wallet

2. Candidates can also courier Demand Draft/Cheque in favor of "AIM Education Pvt Ltd" to the Praxis Business School Campus. DD should be payable at Kolkata

Praxis Business School Address:

Aim Education Pvt Ltd, Praxis Business School, Bakrahat Road, P.O. Rasapunja, South 24 Parganas, Kolkata – 700104
Near: Gems Akademia School

3. Candidates can also deposit Demand Draft/Cheque (payable at par at Kolkata) directly to the AIM Education Pvt Ltd bank account (Cash deposits are not accepted and acknowledged)

4. Candidates can also initiate Bank-to-bank transfer directly to the AIM Education Pvt Ltd bank account by NEFT/RTGS

Bank Account Details:

Beneficiary Name: AIM Education Pvt Ltd
Bank: Axis Bank
Account Number: 005010200063869
IFSC Code: UTIB0000005

Contact

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Phone: +91 98742 41919

Discounts

Organizations / Groups can avail discounts on block / group enrollments.

2-3 candidates: 10%
4-5 candidates: 15%
6 candidates and above: 20%

Discount Percentage applicable on the Special Offer prices.



The Bengal Chamber of Commerce and Industry (www.bengalchamber.com), is one of the oldest institutions of its kind tracing its origins to 1833. The Chamber has played a pioneering role as a helmsman, steering the evolution of Commerce and Industry in India.

The Chamber has a vibrant IT Committee comprising of the leading developers, consultants, corporates, academia. Startups have also been included. The focus has always been to communicate and create a bridge between the technology users and the developers on how the synergy may be enhanced with disruptive innovations. The Chamber's annual Business IT Conclave (BITC), a must attend do for techies, creates a platform for the stakeholders of technology including the providers, users, academia, incubators and Startups to network, interact, brainstorm and share best practices on the emerging technologies and their applications.


There is always constant focus of connecting the stakeholders with larger markets through dedicated B2B and B2G Meetings in partnerships in Embassies and Consulates in India, bilateral Chambers of Commerce and other similar organizations.

The Chamber has set up Webel-BCC&I Tech Incubation Centre to encourage entrepreneurship and facilitate deserving potential entrepreneurs a platform to initiate Start Ups which would be a contribution to the Startup Movement of the State. The incubates are provided mentorship by the Mentor Group and Chamber's experts on the domain knowledge and ancillary areas of business like Taxation, Legal and IPR and others. The viable businesses are connected with financiers and collaborators.

About Us

**THE BENGAL CHAMBER
OF COMMERCE AND
INDUSTRY**





The root of the word 'Praxis' is Greek, meaning 'to do', or the practice of an art, science or technical occupation. This guiding philosophy has helped Praxis develop into a contemporary, industry-facing Business School that combines the art and science of theoretical learning with the virtues of practical training.

Praxis (www.praxis.ac.in) is driven by the purpose of creating resources that will lead India's transformation into the digital world and the belief that leaders of tomorrow need to be able to understand the impact of and the immense opportunities created by digital technologies in their respective functional areas.

The following programs are offered by Praxis Business School:

- ▶ 2-year full-time AICTE approved PGDM (Kolkata): This program offers specialization in, among others, digital business management, data science, consumer insights and market intelligence and treasury & risk management
- ▶ 9-month full-time Post Graduate Program in Data Science (Kolkata and Bangalore): This program has been ranked among the top-3 programs in the country for the past 5 years
- ▶ 9-month full-time Post Graduate program in Cyber Security (Kolkata): This program addresses the enormous gap between the demand for and availability of trained cyber security professionals
- ▶ 9-month full-time Post Graduate program in Data Engineering (Bangalore): This program focuses on the skills required to build infrastructure and architecture for data generation, processing and storage

About Us

**PRAXIS BUSINESS
SCHOOL**

