

## Great Lakes Inaugurated Post Graduate Program in Business Analytics

*Launched by the Centre for Excellence in Business Analytics and Business Intelligence, the program embraces a variety of techniques that can be used by companies to make effective strategic decisions apart from significantly improving performance in key dimensions.*

**Chennai, May 2, 2014: Centre for Excellence in Business Analytics & Business Intelligence at Great Lakes Institute of Management** launched first of its kind **Post Graduate Program in Business Analytics and Business Intelligence (PGP-BABI) for working executives**. The program is designed for executives who want to build their careers in the analytics industry.

The post graduate program in Business Analytics covers essentials of business management, deep dives into the study of business analytics and provides hands on training on analytical tools and technologies that are used by companies worldwide.

Inauguration of PGP-BABI witnessed the presence of eminent personalities from the industry like **Mr. Lakshmi Narayanan, Vice Chairman, Cognizant Technology Solutions; Mr. Sundar Varadarajan, Senior Vice President & Practice Head, BI & Analytics, Hexaware Technologies** and **Mr. Suresh Krishnaswamy, Director, Cognizant Business Consulting, Analytics**.



N. Lakshminarayanan,  
Vice Chairman, Cognizant

**Prof Bala V. Balachandran, Founder and Dean, Great Lakes Institute of Management** said, “It is becoming imperative for businesses to draw insights and tangible actions from data. Business Analytics and Business Intelligence are indispensable for today’s managers and business leaders.”

The Post Graduate Program in Business Analytics and Business Intelligence (PGP-BABI) embraces a variety of techniques that can be used by companies to make effective strategic decisions apart from significantly improving performance in key dimensions. The art of modeling a business problem, then finding the solution using analytics, and finally successfully implementing the solution are the hallmarks of this program, added Prof Bala.



**Dr. P. K. Viswanathan, Co-Director - PGPBABI, Chennai & Professor, Analytics and Operation** said, “The PGP-BABI program curriculum has the fine ingredients of Business Foundation, Statistical Methods for Decision Making, Predictive Modeling, Data Mining for Business Intelligence, Optimization Analytics, and Industry Perspective Analytics involving Marketing, Operations, Pricing, and Finance.”

Addressing the gathering, **Mr. Lakshmi Narayanan, Vice Chairman, Cognizant Technology Solutions** said, “Today, data is shared freely as people believe that the value of service obtained is greater than the privacy or confidentiality issues. Businesses should capitalize on this aspect.” Businesses should demand from technology than the other way around, he added.

**About Post Graduate program in Business Analytics:**

The Great Lakes’ [Post Graduate program in Business Analytics](#) is designed to provide a comprehensive knowledge of analytic techniques with an applied orientation for executives working in business analytics and professionals interested in a career in analytics. The Executives will visit the campus every alternate month for class room learning and the remaining period will be attending online modules and doing off Campus Assignments.”

Currently Great Lakes offers programs in various segments exclusively for corporate like program in Management, Working Professionals Management, and Energy Management, through its various centers such as Kotler Srinivasan Center for Research in Marketing, Yale Great Lakes Center for Management Research, Union Bank Center for Banking Excellence, Center for Excellence in Technopreneurship (CET) and Centre For Excellence In Retail Management.