GREAT LAKES - TREND SETTER IN ANALYTICS EDUCATION

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The unabated meteoric growth in Business Analytics that we have been witnessing in the last three to five years has opened up great career opportunities for budding young students of management from leading business schools. Three decades ago, computer science attracted many students because of lucrative jobs and fantastic opportunities to occupy top positions. The same phenomenon is happening today for Business Analytics. Artificial Intelligence with Machine Learning alongside is currently occupying a formidable position in the Analytics Domain as an important pillar of Business Analytics for automating decisions. While Analytics exists with and without Big Data, Big Data is a reality. One has to explore and conquer in the big data platform as to how to derive insights, pattern, and association from data that organizations can leverage and take strategic decisions. Amazon's Product Recommendation Systems, Google's Advertisement Valuation Systems, and Twitter's Trending Topics are the famous examples that have the big data flavor.

The need of the hour is to train students and executives to meet the demand of corporates in terms of right talents and skills as well as expertise in tools and techniques of analytics. The demand and supply gap is further widening for analytics professionals.

Against this backdrop, Great Lakes Institute of Management has been a pioneer in doing a one year Post Graduate Program in Business Analytics and Business Intelligence (PGP-BABI) for corporate executives, since the year 2013. This flagship program has been ranked NO.1 for the last three years in a row by Analytics India Magazine. Great Lakes also introduced in 2014 Analytics as major for its Post Graduate students in Management in their full-time programs – PGPM & PGDM.

From the point of view of participants becoming adept in using analytics for decision-making, Great Lakes places a great deal of emphasis on problem-solving skills with an algorithmic approach, expertise in the new R and Python, ability to communicate numbers with business sense and fine report writing skills.

Education

GREAT LAKES

INSTITUTE OF MANAGEMENT

Dr. P. K. Viswanathan

"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."

Padma Shri Dr. Bala V. Balachandran

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Read online at - https://www.analyticsinsight.net/epaper-june-2018/#page=3