

6 months' Online Certificate Course on Business Analytics



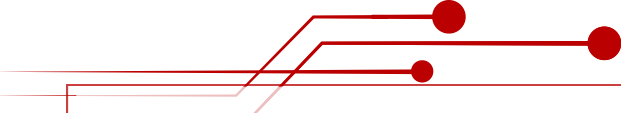
Starting Date:
19th December 2025

**XAVIER INSTITUTE OF MANAGEMENT &
ENTREPRENEURSHIP, CHENNAI**



Program Highlights

- **Gain a comprehensive understanding of the core principles of business analytics across different business functions, which is essential for leading teams efficiently and advancing your career in various organizations.**
 - **Develop detailed expertise in a highly sought-after specialization such as Marketing, Operations, Finance, or Human Resources, which will improve your chances of securing a job and support your career growth.**
 - **Learn through a convenient and flexible format that blends live virtual classes with recorded lectures, making it easier for working professionals to balance their studies with demanding work schedules.**
 - **The course material is continually updated to ensure that professionals gain the necessary knowledge and skills to make well-informed decisions in real-world business scenarios.**
 - **Upon successfully finishing the program, you will receive a certificate from a premier institution.**
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Who is this program for?

- Individuals in managerial or leadership roles within technical, functional, or sales departments who want to build a strong foundation in business analytics, earn a credential without leaving their current job, and move quickly towards a managerial career path.
- Early-career professionals seeking to obtain an Analytics certification and gain the confidence needed to start their careers.
- Mid-level professionals in individual contributor or managerial positions who want to strengthen their analytical abilities using modern technologies.

After completing this program, you will be able to:

- Build strong expertise by applying analytics within a chosen business function.
 - Utilize your enhanced analytical skills to tackle real industry problems or demonstrate your abilities during job interviews and assessments.
 - Position yourself as a professional ready for rapid advancement into leadership roles, while also fulfilling the qualifications that companies look for when considering promotions.
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PROGRAM CURRICULUM

Statistical Methods in Decision Making (20 Hours)

Introduction to Descriptive Statistics - Data Summarization Techniques - Probability Theory and Applications Hypothesis Testing and Inference Correlation and Regression Analysis.

Business Research Methods (10 Hours)

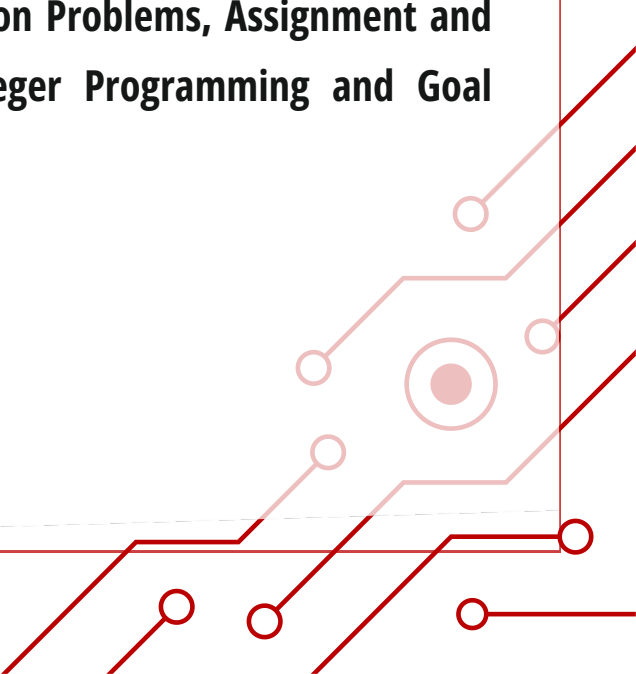
Principles of Business Research, Designing Questionnaires and Data Collection Methods - Formulating Hypotheses - Analysing Correlation and Association Regression Analysis Techniques Clustering Methods.

Business Analytics (20 Hours)

Foundations of Business Analytics - Understanding Data and Datasets – Data Pre-processing and Cleaning, Basic Principles of Linear Regression - Advanced techniques in Linear Regression, Introduction to Logistic Regression, Modelling and assessments.

Optimization Techniques For Decision Making (20 Hours)

Linear Programming Techniques - Transportation Problems, Assignment and the Traveling Salesman Problem (TSP) - Integer Programming and Goal Programming.



Function-specific Analytics: (Any one of the following)

(20 Hours)

- Operations (Supply chain analytics, Business Forecasting)
- Human Resources (HR analytics)
- Marketing (Marketing analytics, Business Forecasting, Digital Marketing)
- Finance (Financial Analytics)

Common analytics courses across all specializations (DBMS and SQL, Data Mining, Business Applications using AI/ML Techniques).

Reporting (10 Hours)

Data visualization – Dashboard creation

Total Duration: 100 Hours over 6 months

Tools:

During this certificate course, the participants will be exposed to various tools. Some of them are:

Advanced Excel

PowerBI

Tableau

Python
(awareness level
use)

MySQL

ERDPlus
(Entity-Relationship
Data Modelling)



Assessment

Continuous assessment is a key part of this program. It helps you understand where you stand and adjust your learning based on feedback. Each module includes shorter assessments throughout, along with a more substantial assessment, such as a project, case study, or online exam at the end.

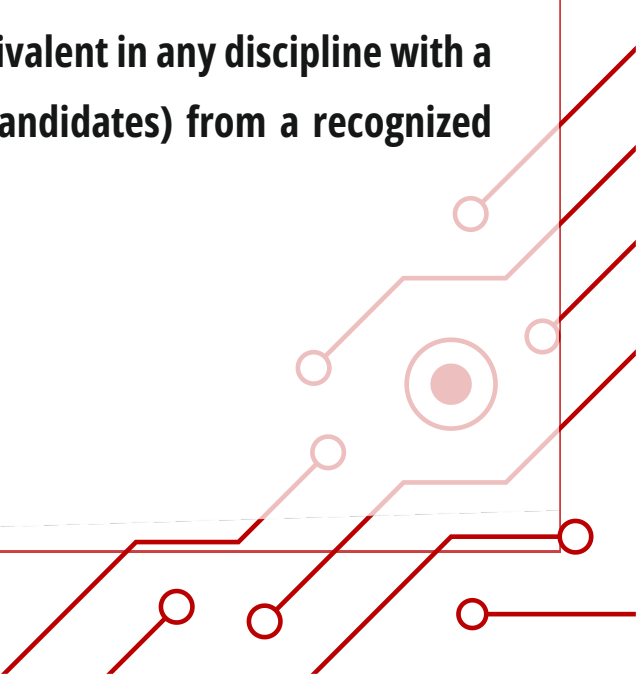
Career Support

You get exclusive access to the CareerClinic facility of XIME. It consists of:

- Mentoring by a pool of industry experts
- Developing an e-portfolio (a snapshot of all the projects done and skills acquired during the program that is shareable across social media channels)
- Resume Clinic consisting of sessions with experts on writing CVs and articulating the required details based on a given organization and role

Eligibility for Admission

Applicants must hold a bachelor's degree or equivalent in any discipline with a minimum of 50% marks (45% for SC/ST/OBC candidates) from a recognized university or institution.



Program Fee

Total Fee: Rs. 1,00,000 + GST
(Payable in 3 Installments)

Installment	Amount	Payment Stage
1st Installment	Rs. 25,000/-	On Admission
2nd Installment	Rs. 50,000/	After 2 Months
3rd Installment	Balance Amount	After 4 Months

Application Mode:

Interested candidates can apply directly or through the sponsoring company.

Bank Account Details

Name : "XIME CHENNAI"

Bank Name: State Bank of India

Branch : Electronic City, Bangalore

Account No: 67353122894

IFSC : SBIN0071130

For queries, please feel free to reach out:

Email: mdpchennai@xime.org

For Queries contact: **+91 9840804540**

About XIME, Chennai

XIME Chennai is a premium B-School ranked as No 1 in Tamil Nadu in Private B-School category and No.3 in the category of leading Business Schools in India (as per GHRDC 2025).

XIME was founded in 1991 by a visionary group of leaders, illustrious academicians, professionals and public-spirited men and women, led by Prof. J. Philip, former Director of IIM Bangalore and former Dean of XLRI Jamshedpur. Built on the foundation of Industry-Academia partnership, XIME is embedded on the principles of integrity, hard work, value-based education and holistic development of students to ensure highest standards of professional excellence. The first campus of XIME was established in Bangalore over 25 years ago. The present campus of XIME Bangalore has 1.65 lakh sq. ft. built up area in Electronics City, Bangalore, the Silicon Valley of India. The second campus was established at Kochi in 2013 with a built-up area of 1.1 lakh sq. ft. The third campus of XIME in Chennai with a built-up area of 1.15 lakh sq. ft. is located at Oragadam, the automotive hub of Tamil Nadu, on the Vandalur-Walajabad Highway, adjacent to the Royal Enfield Factory. The Chennai campus admitted its first batch of PGDM students on June 25th, 2017.
