

Certificate Program in **BUSINESS ANALYTICS WITH GEN AI**



- ✓ 4-MONTH IN CLASS
- ✓ 1-MONTH INTERNSHIP OPPORTUNITY IN TECH COMPANIES (OPTIONAL)

Program Highlights



120+ contact hours



Expert faculty pool of academicians and industry practitioners



Membership to the Praxis Global Alumni Network



Career support

Why choose this program?

Praxis is a pioneer in delivering India's top-ranked*, full-time classroom program in Business Analytics and Data Science. This contemporary program in Business Analytics using Generative AI from Praxis Tech School is designed to empower graduate and graduating learners with the knowledge, skills and confidence to succeed in the rapidly evolving field of data-driven decision-making and analytics.





Learning Outcomes

On successful completion of the course, students will learn the:

- ✓ Application of Business Analytics and GenAI techniques
- ✓ Data Visualization and Communication proficiency
- ✓ Data Handling and Analytics skills
- ✓ Ethical and Effective Use of AI

Program Objective

The program has three specific objectives:



Data Proficiency Enhancement:

Equip students with an understanding of data analytics tools and techniques; empowering them to collect, process, analyze, visualize and interpret data to derive actionable insights for decision-making.



Business Application Understanding:

Enable participants to understand the application of Analytics and Artificial Intelligence to real-world businesses in areas like Marketing, Finance, HR & Operations.



Industry-Relevant Skill Development:

Give learners a hands-on learning experience which includes a Capstone Project. Learners use industry-standard analytics software and datasets, preparing them for successful careers in this domain.



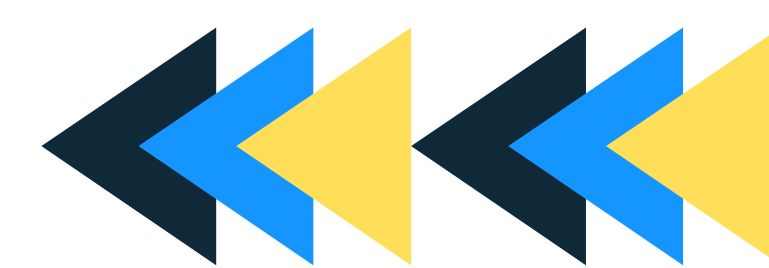
+917676160161



www.praxistech.school



admissions@praxis.ac.in

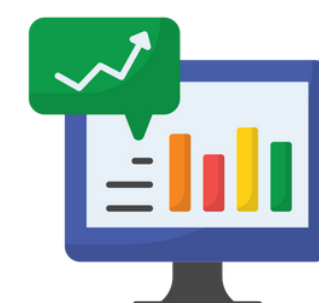


Program Coverage

The 4-month program comprises two trimesters (Two-months each) covering:



**Fundamentals
of Business Analytics**



**Applications of Gen AI
in Business Analytics**

The program has a mix of a contemporary curriculum, a blend of classroom lectures, use case discussions, hands-on learning, quizzes and a compulsory capstone project.

Topics Covered:

Fundamentals of Business Analytics	Application of Gen AI in Business Analytics
Trimester 1 (2 months)	Trimester 2 (2 months)
Data Fluency and Business Analytics	Data Interpretation and Analysis using Gen AI
Data Visualization and Communication	Case studies and Business Portfolio using Gen AI
Introduction to Prompt Engineering	Ethical Consideration and Responsible AI
Data Modeling and Structured Querying	Capstone Project

Capstone Project

Capstone Project is a multifaceted assignment that serves as a culminating academic and intellectual experience for learners. The Capstone Project gives learners the opportunity to apply their classroom learnings to real-world challenges faced by business.

At the end of the program, learners will be provided with Internship opportunities (optional) to apply their skills with our Industry partners.



+917676160161



www.praxistech.school



admissions@praxis.ac.in

Who should sign up for this program?

- ✓ Learners aspiring for a career in Analytics/ Data Science/ Generative AI can use the skills acquired as a stepping stone to a successful career in this domain.
- ✓ The Certificate Program in Business Analytics with GenAI is designed to be a primer program aimed at recent graduates or graduating learners. An aptitude for numbers and thirst for problem-solving are added advantages.
- ✓ Recent graduates or soon-to-be graduates from any discipline who are excited about leveraging data to drive business decisions should sign up for Praxis Tech School's Business Analytics with GenAI program.
- ✓ This program will provide you with fundamental skills to excel in the data-driven landscape of today's business world and help you pursue careers in the exciting fields of Business Analytics and Artificial Intelligence in future.



Fees

Application Fee: Rs. 500	
Program Admission Fee: Rs. 12500	(Post Application Confirmation)
Remaining Payment: Rs. 36000	
Total Program Fee: Rs. 49,000* (Incl. 18% GST)	

*No cost EMI options available



+917676160161



www.praxistech.school



admissions@praxis.ac.in