



Summer Immersion Programme 2023

Business Analytics

Elevate Your Skills with Business Analytics



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About NCU

The NorthCap University (NCU) is a progressive multidisciplinary university located in the city-centre of Gurugram, Haryana. The university's rich heritage of 25+ years, 11,000+ alumni and robust academic infrastructure enables deep linkages with government, industry and research bodies. The university operates four schools in its state-of-the-art urban campus and hosts a diverse student body of engineering & technology, management, liberal arts, law, and applied sciences aspirants.

NCU is a National Assessment and Accreditation Council (NAAC) Grade A accredited university that serves as a research as well as talent catalyst between students and industry. Guided by eminent academicians and industry leaders, it follows an immersive pedagogy to deliver undergraduate, postgraduate as well as doctoral programmes. The university is a comprehensive partner of Arizona State University (#1 University in the U.S. for innovation, outreach and stewardship) and benefits from a strategic collaboration which focuses on innovation, internationalisation and digitisation. NCU students enjoy accelerated master's programmes in the US given this partnership.

NCU is recognised by the University Grants Commission (UGC) and the Bar Council of India (BCI). It is a Member of the Association of Indian Universities (AIU), Member of the Association of Commonwealth Universities (ACU) UK, a Member of the American Society for Quality and is accredited by Accreditation Services for International Colleges (ASIC), UK. With a 5-Star QS Ranking for Teaching, Employability & Online Learning, NCU ranks among the Top 30 Best Performing Universities as per ARIIA rankings. Students from NCU work with reputed global as well as Indian organisations in engineering, technology and management fields.



Programme Overview

'Information is the oil of the 21st century, and analytics is the combustion engine'

- **Peter Sondergaard, Gartner Research**

We live in an age of bigger and bigger data and businesses need efficient analytics to sift through it all, to figure out which combinations of data count and which don't. The success of businesses in today's global economy depends on it. As such, there is an ever-growing requirement for business analytics professionals in the industry. As technology shifts to more data-driven decision-making, we must meet existing demand for these skills and train the youth to drive future data science based change and productivity.

This non-credit programme is designed for undergraduate and postgraduate students at Cintana partnered institutions and other international universities/institutions who are interested in experiencing student life at The NorthCap University, India. During the two-week programme, participants will have an opportunity to stay in India, attend experiential and collaborative learning themed around Business Analytics for the 21st century, and master the essential data science skill of visualisation.

The participants would be able to learn all of the features of Tableau that will allow them to explore, experiment with, fix, prepare, and present data easily, quickly, and beautifully and discover data patterns such as customer purchase behaviour, sales trends, and production bottlenecks. In addition, they would get the opportunity to participate in many campus and community cultural tours and activities. The participants would be divided into small groups to work on a project incorporating their innovative thinking and learned skills. On the closing day of the programme, these groups will present their project at an adjudicated competition. The competition will reinforce the experiential and project-based learning for the students.

*The NorthCap University reserves the right to adjust or change out any programmatic elements as the university deems fit for the overall experience of the participant and execution of the programme.

Objectives

- Provide an overview and brief history of the field of business analytics to solve data-driven problems
- Demonstrate the ability to use technical skills in data visualisation to support decision-making
- Develop an understanding of the fundamentals of communication and alignment around concepts that are required for effective data presentation
- Provide an overview and develop an introductory level of competency on the use of Tableau software, which can then be used for business intelligence and analytics

Learning Outcomes

After taking this course, participants will be able:

- To learn to structure a business problem into an analytics framework using statistics to aid understanding and guide decision-making
- To learn how to approach open-ended real-world problems using data as a lever to draw actionable insights and gain an in-depth understanding of the concepts and components of Business Intelligence and Analytics using the tools Tableau
- To process data, create an interactive visualisation, and use it to demonstrate or provide insight into a problem, situation, or phenomenon
- To become industry deployment-ready by improving business decision-making and gaining a much-needed edge over competitors
- To learn data science skills including predictive modeling, cutting-edge machine learning techniques, and how and where to use them with minimal/no coding
- To discover the culture and people of the North Indian region through day tours

About the Programme

Prerequisite: Basic computer skills

Who Should Pursue This: This programme is ideal for anyone who wants to turn data into a competitive advantage by sharpening their analytics skills. Participants from a broad range of academic programmes across engineering, sciences and management can participate in this summer immersion programme.

Pedagogical Approach and Resource Persons: Classes are experiential and collaborative. While course instructors do provide a significant amount of substantive instruction, students learn largely by engaging directly with the subject matter through activities such as simulations, workshops, meetings with guest speakers, assigned readings, and group projects.

All the resource persons for this summer immersion programme are industry and academia practitioners who are experts in the business analytics field and have a passion and demonstrated aptitude for teaching.

The themes of this learning experience are based around innovative and entrepreneurial thinking in the area of business analytics and are targeted at undergraduate and postgraduate, international learner audience. During this 2-week period, participants will be engaged with technical topics related to business analytics, Monday through Friday.

Required Software

A significant amount of time that students spend completing the course involve the use of visualisation software. Instruction will be focused and directed based on the capabilities/features of:

- Tableau Desktop Professional (TFT License), Student License or Tableau Public
- KNIME Analytics Platform

A student licensed version of Tableau Desktop is made available to each student for the duration of the course.

Important Dates

This summer training and certification programme has been created with a complete focus on the practical aspects of Data Visualisation in the latest visualisation tool, Tableau. This programme will help students to grab the key concepts like how to clean and organise data for analysis, and complete analysis and calculations using the hands-on tool, Tableau.

This programme introduces one of the most important concepts of data science i.e. data visualisation through Tableau 2020. It creates opportunities for students to discover data patterns such as customer purchase behavior, sales trends, or production bottlenecks. Students will learn about all the features in Tableau that allows them to explore, experiment with, fix, prepare, and present data easily and quickly.

Timeline

Programme Announcement	10 th February 2023
Application Deadline	15 th March 2023
Virtual Orientation	19 th June 2023
Deadline for Students Providing Travel Information	30 th June 2023
Student Arrival at NCU	8 th -9 th July 2023
First Day of the Programme	10 th July 2023
Last Day of the Programme	21 st July 2023
Student Departure	22 nd -23 rd July 2023

Programme Schedule

Week 1

Sun	Mon	Tue	Wed	Thurs	Fri	Sat
Arrival	9:00 - 12:30	9:00 - 12:30	9:00 - 12:30	9:00 - 12:30	9:00 - 12:30	
Check into Housing and Complete Online Orientation	Registration and Campus Tour	Special Guest Lecture: <ul style="list-style-type: none"> • Getting Started with Data and Tableau • Managing Extracts Data Prep with Text and Excel Files • Join Types with Union, Cross-database Joins, Data Blending, Connecting to PDF • Menus & Toolbar, Data Window, Shelves & Cards, Legends 	Hands-on Training Session By NCU Experts: <ul style="list-style-type: none"> • Design & Exploratory Analysis • Data, relationship & design • Static versus interactive visualisations 	Special Guest Lecture: <ul style="list-style-type: none"> • General types of data visualisation: Box-Plot, Charts, Tables, Graphs, Maps in Tableau 	<ul style="list-style-type: none"> • Hands-on Training Session By NCU Experts • Introduction to table calculations • Working on Maps, Scatterplots using the extracted data 	Agra Trip
	Welcome Lunch 12:30-1:30 pm	Lunch 12:30-1:30 pm	Lunch 12:30-1:30 pm	Lunch 12:30-1:30 pm	Lunch 12:30-1:30 pm	
	1:30-3:30 pm Hands-on Training Session by NCU Experts: <ul style="list-style-type: none"> • The Fundamental of Data Visualisation • Design Principles: Pre-attentive Attributes and Thinking Systems 	1:30-3:30 pm Design Thinking Workshop	1:30-3:30 pm Design Thinking Workshop	1:30-3:30 pm Summer@ NCU Sports Activity	1:30-3:30 pm Summer@ NCU Cultural Activity or Tour	

Week 2

Sun	Mon	Tue	Wed	Thurs	Fri	Sat
Free Day	9:00 - 12:00 Hands-on Training Session by NCU Experts: <ul style="list-style-type: none"> • Getting Started with Dashboards and Stories, • Advance Dashboard Interactivity Using Actions and Story points 	9:00 - 12:00 Special Guest Speaker & Workshop: <ul style="list-style-type: none"> • Trend Analysis, Reference Line, Forecasting in Tableau 	9:00 - 12:00 Hands-on Training Session by NCU Experts: <ul style="list-style-type: none"> • Tableau Animation • Building Gapminder in Tableau • Customized Geocoding in Tableau 	9:00 - 12:00 Capstone Project Implementation by Experts	9:00 - 12:00 Student Competition Presentations	Participants Departure
	Lunch 12:30-1:30 pm	Lunch 12:30-1:30 pm	Lunch 12:30-1:30 pm	Lunch 12:30-1:30 pm	Graduation Lunch 12:30-1:30 pm	
	1:30-3:30 pm Summer@NCU Yoga/Meditation Activity	1:30-3:30 pm Gurugram Tour	1:30-3:30 pm Delhi Tour	1:30-3:30 pm Final Preparation Time for Competition, Presentations	1:30-3:30 pm Closing Ceremony and Prize Distribution	

‘Top companies across the world offer Business Analytics Courses to their employees’





Visa Requirements

Participants in this programme will secure their own tourist visa prior to travel. Because of the Indian government's rules and regulations governing visas, the coursework for this programme is required to be incidental. This programme features informative workshops, guest-speakers and experiential learning in the form of cultural activities and tours.

Summer Activities & Tours

- Design Thinking Session
- Sports Activity
- Cultural Activity
- Yoga/Meditation Activity
- Gurugram Tour
- Delhi Tour
- Agra Tour

Programme Fee

\$1000 (Including accommodation, meals and local tours)

Payment

Institutions will collect payments in full, locally from participating students in advance before their departure and The NorthCap University will invoice the institutions accordingly.



Programme Summary

Programme:	Non-credit
Duration:	2-weeks
Audience:	Undergraduate and postgraduate students
Visa:	Tourist
Workshops:	30 hours
Afternoon activities & tours:	6
Day Trips:	1

Application Fee & Details

Application Fee: **\$50**

Form Link:

<https://forms.gle/6fUGJzgPAErf2XmY6>

Pre-Arrival Information and Orientation Meeting

After participants have registered, paid the application fee for the programme, and been accepted, they will receive a regular series of welcoming and pre-arrival emails. These emails will cover topics such as what to pack, what to expect when arriving at New Delhi's Indira Gandhi International Airport, and what to expect during their stay. These emails should be read carefully by the registered participants. Three weeks prior to the first day of the programme, The NorthCap University will hold a virtual information session for all the registered participants. This will be the first opportunity for participants to meet The NorthCap University's personnel who will be curating their entire experience. This orientation session will give an overview of the programme and what to expect, and there will be a time for questions and answers from the participants.



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