

Introduction to Analytics and Big Data



GLOBAL IMMERSION PROGRAM



Oklahoma, Dallas, New York - USA

Travel to US for two weeks of classes at the University of Central Oklahoma. Get a beginner's guide to Understanding Analytics and Big Data. Stay on Dorm's and spend time with the local students on campus and experience campus life in the US. Visit Industries in Oklahoma and Dallas, Texas. The group will also visit New York and other places of interest on the East Coast.



The University of Central Oklahoma (UCO or Central) is a **public university** in **Edmond, Oklahoma**. The **third largest university in Oklahoma**, with more than **17,000 students** and approximately **434 full-time and 400 adjunct faculty**. Founded in **1890**, making it one of the oldest universities in the southwest region of the United States.

Quick Facts about UCO College of Business

- **AACSB Accredited**
- **Ranked 160 on Forbes List**
- **Ranked under US News #25 in Top Public Schools**



Program Details

- Program** : **Introduction to Analytics and Big Data**
- Topics Covered** : Introduction to Analytics, Financial Analytics
Marketing Analytics & HR Analytics
(30 Hrs Classroom Session)
- Duration** : **18 Days** *(15 days on Campus at UCO along with Industrial visits and 3 days at New York)*
- Course Description** : Beginners guide to understanding analytics and its relevance in the present-day business, in simple Business analytics involves accumulating, processing and analysing this data to inform business decision making.

Who Can Apply

Open to all UG and PG students

Minimum Batch Size : 20 Students



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