

# INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE

*Explore. Experience. Excel.*



## Post Graduate Diploma in Management PGDM (Data Science & Analytics) + Mu Sigma

Two Year Full-Time Course, Approved by All India Council for Technical Education (AICTE)



**EXCELLENCE IN  
BUSINESS EDUCATION  
SINCE 2006**

- International by Credentials and Culture
- Corporate-Centric Approach
- Driven by Excellence
- Student-Focussed Campus Life

ISME is a leading business school offering world class education through a student focussed culture of excellence, international outlook, entrepreneurial thinking and industry alignment. ISME is a part of the NVT Group, an ISO accreditation body that has certified companies for over 25 years across 36 countries. ISME was founded in 2006 by alumni from CMU, Purdue and Wharton, USA.



### International by Credentials and Culture

#### University linkages with:

- **USA-** Thunderbird School of Global Management, Arizona & University of North Carolina, Pembroke
- **Germany-** University of Applied Sciences, Wurzburg- Schweinfurt (FHWS)
- **UK-** London School of Economics
- **France-** ESC Clermont Business School
- **Canada-** Carleton University
- **Australia-** University of New Castle
- **Singapore-** Singapore Institute of Management (SIM), Management Development Institute of Singapore (MDIS)



### Driven by Excellence

- Ranked as a Top B School for Academic Excellence 2022, BMA
- Ranked 2nd Top B School of Super Excellence , CSR Ranking 2022
- Ranked 3rd Best Emerging BBA Institute All India, TOI 2022
- Ranked 34th all India by Times of India B School Ranking (2021)
  - Recipient of Best ROI since 2006

## ISME ADVANTAGE



### Corporate-Centric Approach

- International Conferences, Panel discussions, guest lectures on a regular basis
- Over 100 Companies like Grant Thornton, Mu Sigma, Gartner, Ernst & Young, Paytm and Federal Bank recruit our students
- Over 1700 alumni working in MNCs in India and abroad



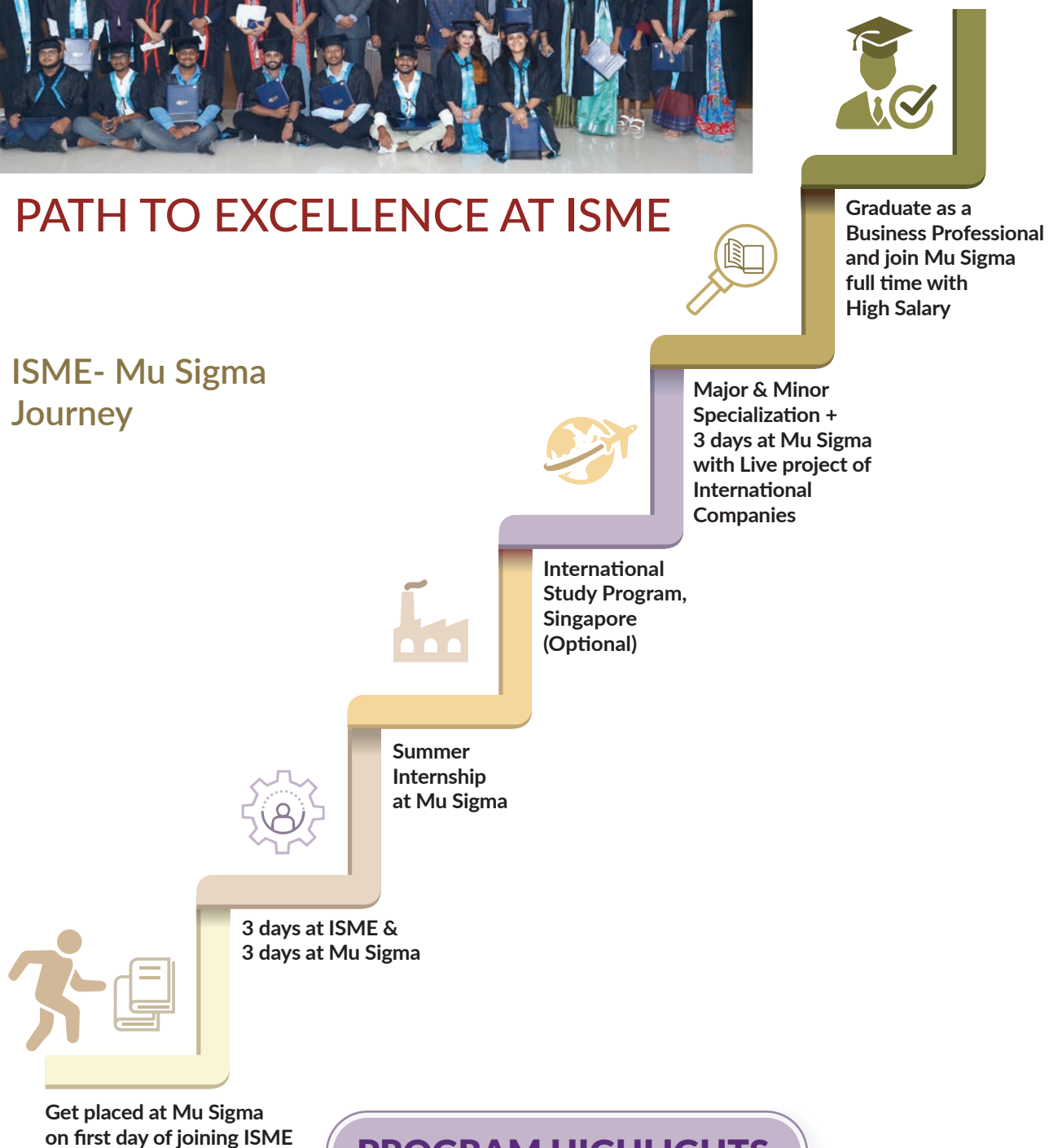
### 24 hours of Fun & Learning

- Safe and Secure Wi-Fi enabled on campus hostel for 250 students
- Students from 24+ States and International students from Dubai, Qatar, Kuwait, Nepal with 50% girls
- Individual attention and opportunities for all students
- State of the Art Auditorium, Open Air amphitheatre, Volleyball and other sporting facilities



## PATH TO EXCELLENCE AT ISME

### ISME- Mu Sigma Journey



### PROGRAM HIGHLIGHTS

Approved by AICTE,  
Accredited by NBA

Onsite training at  
Mu Sigma Bangalore  
office

Get placed at  
Mu Sigma on first day

Managerial &  
Professional Skills  
in each term

Courses developed  
in collaboration  
with Mu Sigma

Live International  
Projects in Mu Sigma

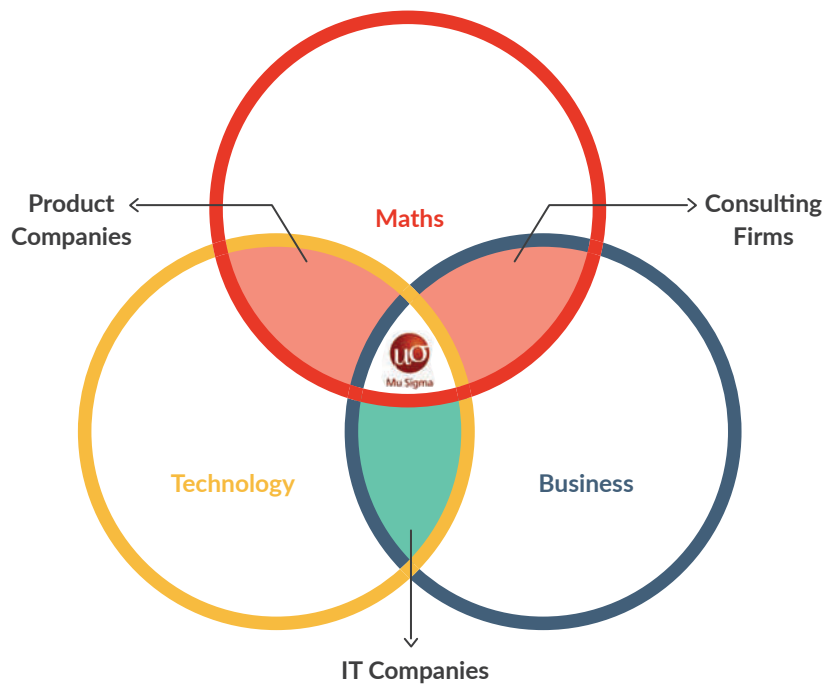
Strong collaborations  
with Industry bodies like  
CII, BCIC, NHRD

Singapore study program  
leading to International  
Business certification



# APPROACH TO LEARNING

Mu Sigma is one of the global leading pure play Analytics Company providing data driven solution to complex business problems. Having 140+ Fortune 500 clients, it provides business solution across various industry like Airlines, Food & Beverages, Commercial Banks, Healthcare, Pharmaceutical, Telecom etc.



## What gets measured gets managed.

**Peter Drucker**  
American management guru  
(1909-2005)



**Data Science & Analytics is the art of data driven insight generation for informed business making by leveraging the skills of Data Mining, Data Science and Business Analytics**

*"Data is the new oil. Like oil, data is valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc. to create a valuable entity that drives profitable activity. so, must data be broken down, analysed for it to have value."* - Clive Humby

*"The goal is to turn data into information, and information into insight."* - Carly Fiorina

*"Discovering things about people through their data was a really a cool thing."* - Caitlin Smallwood

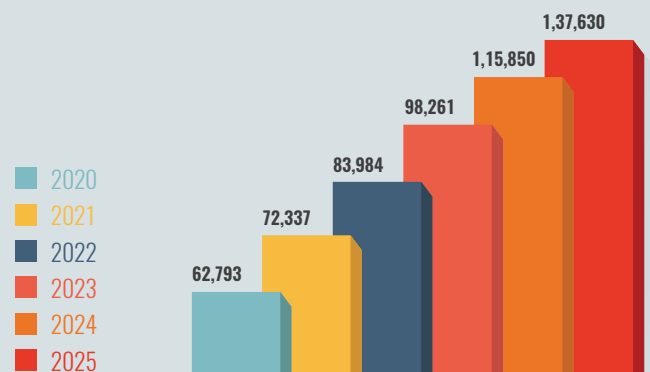
*"Information is the oil of the 21st century and analytics is the combustion engine"* - Peter Sondergaard (Gartner Research)

*"Without data you are just another person with an opinion"* - W. Edwards Demings- Data Scientist

# EXCELLENT CAREER OPPORTUNITIES IN DATA SCIENCE & ANALYTICS

## Career in Data Science & Analytics

According to the US Bureau of Labor Statistics, around 11.5 million jobs will be created by 2026. Earlier this year, PWC had predicted 2.7 million job postings for data science and analytics roles across the globe. A similar trend has also been observed in the domestic sector. Analytics Insight has forecast that by 2025, there will be 137,630 data science job openings in India, rising from 62,793 jobs in 2020. Analytics Insight also projected 72,337 data science job openings in India, next year.



## DATA SCIENCE & ANALYTICS SUBJECTS

The PGDM – Data Science & Analytics at ISME is a collaborative program with Mu Sigma, the world's leading global Analytics company. With a balanced combination of in-class room learning and Onsite Training at Mu Sigma, Bangalore office campus, the course will enable on-the-job learning through guided mentorship and hands on experience on live projects.

The Two-year full-time PGDM course-curriculum is AICTE approved, NBA Accredited and AIU equivalent. The curriculum has been designed jointly by ISME and senior professionals in Mu-Sigma.

### The highlights of this program are:

Get placed at Mu Sigma on the very first day of the PGDM program with a high salary after completing PGDM

- Save two years of your career and directly get promoted to 3rd Year in Mu Sigma
- Application based in-class room learning at ISME Campus
- Onsite Training at Mu Sigma Bangalore office campus
- On-the-job learning through guided mentorship
- Hands-on experience on solving real-life business problems through Live projects at Mu Sigma

### Specialized Subjects for Data Science & Analytics

**Analytical Tools**  
Data Driven Decision Making  
Data Management & Manipulation  
Business Analytics  
Data Visualization Tools  
Social Media Analytics  
Design Thinking  
Machine Learning

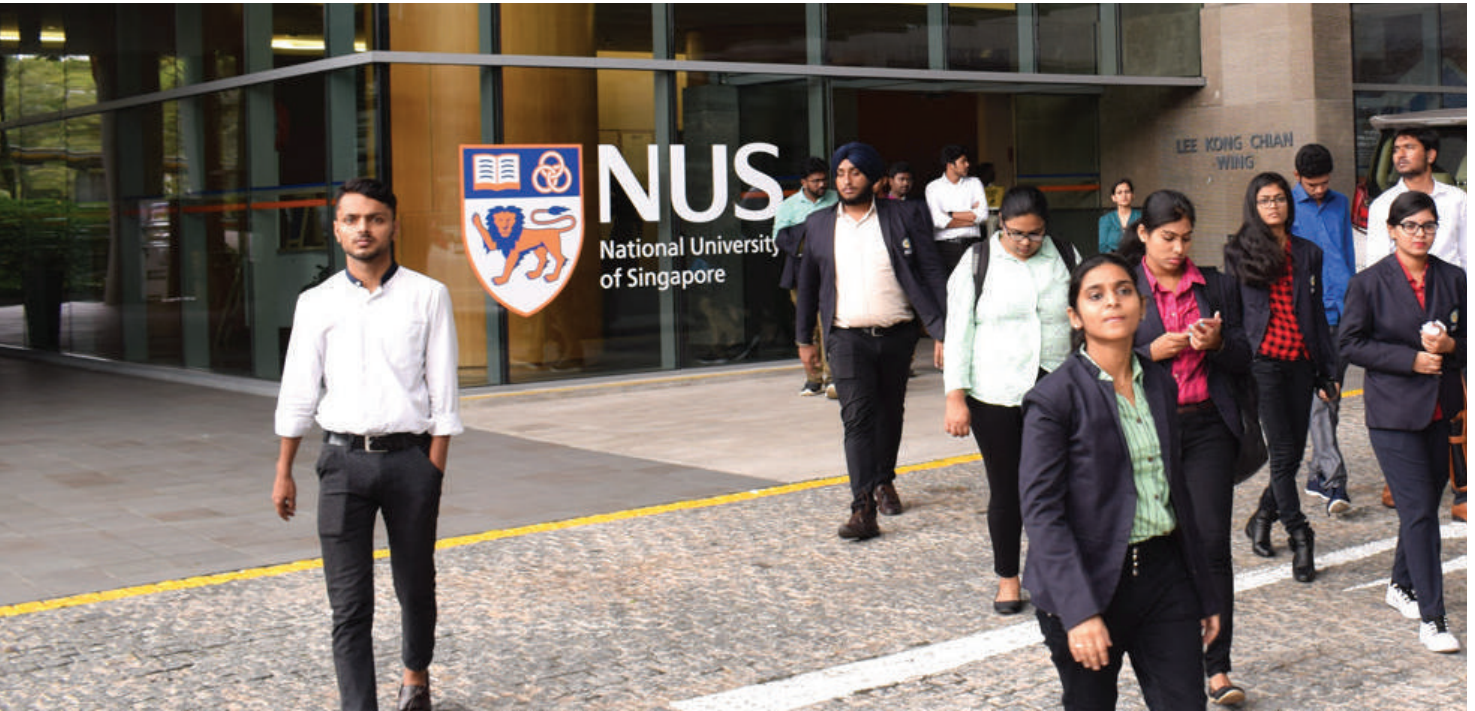
**Digital Marketing**  
Digital Marketing  
Digital Marketing Analytics  
**FinTech**  
Introduction to FinTech  
Regtech and Financial Compliances  
**Information & Cyber Security**  
Information and Cyber Security  
Python, Power BI and Tableau  
**People Analytics**  
Applying Psychology to work  
HR Analytics

### Minor Specialization



# INTERNATIONAL BUSINESS CERTIFICATION AT SINGAPORE

Students of ISME get global exposure through the International Study Program at Singapore. Students have workshops and certification in top universities of Singapore, industry visits to multi-national companies and also an opportunity to stay in the hostel of one of the leading Singapore colleges and interact with international students from around the world. ISME also provides opportunities for students to attend the London School of Economics Summer School, UK.



## PLACEMENT ORIENTED VALUE ADDED TERM

ISME offers a wide variety of courses which are conducted by professionals and industry experts which help students stand apart from the rest in the job market by adding further value to their resume.



- Aptitude Training
- Resume Review ● GD/ Interview Training with experts- FAQs

- Management Games
- Review and Current Business Update

- Advanced Excel/Python

- AI & ML Workshop Simulation Certification by Arthur Thompson, University of Alabama

- High Impact Negotiation Skills Certification

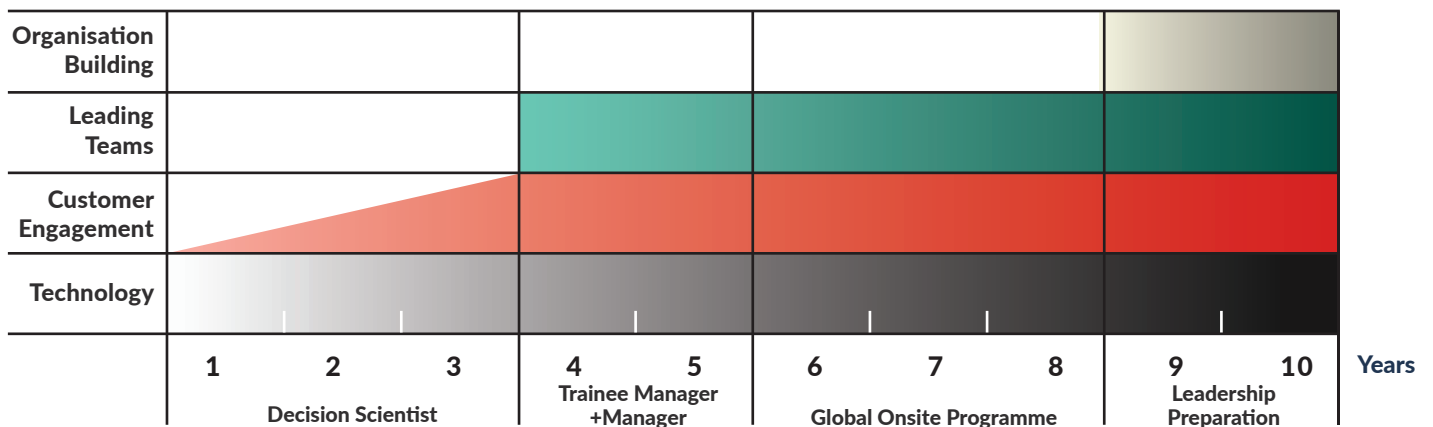
- Design Thinking Certification

- KPMG 6 Sigma Certification

# EXCELLENCE IN CULTURE, EDUCATION AND LEADERSHIP



## 10 Years Career Journey at Mu Sigma







Mu Sigma, BANGALORE



ON-CAMPUS HOSTEL

## APPLY TO ISME

Admission to the PGDM program at ISME is highly competitive. The Admissions team reviews applications on an individual basis looking at both quantitative and qualitative aspects of an applicant's professional and academic background. An elaborate selection process is followed to ensure quality enrolment.

### Eligibility

Bachelor's/Master's Degree from any recognized educational institution/university in any stream or equivalent with minimum of 60% aggregate marks. Good performance in one of the Management Aptitude Tests. Work experience would be an important consideration for admission.

### Selection Process

**Stage 1: Complete Application Form** (online/walk-in).

Every applicant seeking admission to ISME needs to complete the Application Form online, (<https://isme.in/pg>) attach the required documents and submit the entire application to ISME's Admission Office.

**Stage 2: Personal Interview**

**Stage 3: Admission Decision**

**Stage 4: Mu Apt test - Post admission to ISME, students undergo Mu Apt test conducted by Mu Sigma**

**Stage 5: Mu Sigma professionals will be interviewing and selecting students.**

Based on the review of the application, CAT/XAT/MAT/CMAT/ATMA score and the recommendation of the interview panel, the admission committee invites selected students for admission to the program. Admission Offer letter will be sent to the shortlisted candidates. The admission would be final only after the confirmation of Admission Acceptance from the candidate and the payment of the registration fee. Fee once paid is non-refundable.

### Fees & Scholarship

<https://www.isme.in/admissions/fees/>

### Bank Loans

ISME is committed to assisting students in finding the necessary financial resources for their education and will assist in providing the necessary information for obtaining a bank loan. ISME guarantees support towards the student application for the educational loan process.

### Campus Address

International School of Management Excellence,  
Sy. No. 88, Chembanahalli, Near Dommasandra Circle,  
Sarjapur Road, Bangalore - 562125, Karnataka, India.

### Corporate Office

International School of Management Excellence,  
CAP 1, Export Promotion Industrial Park, Near ITPL,  
Whitefield, Bangalore - 560 066, Karnataka, India.



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 <https://www.linkedin.com/school/ismebangalore/>