CHENNAI BUSINESS SCHOOL

POST-GRADUATE PROGRAM IN MANAGEMENT & DATA SCIENCE (PGPMDS) @ CBS

PROSPECTUS (2025-2026)

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The present era can be called the "data era", thanks to the unimaginable development in semiconductor and digital technology. Data science has emerged as one of the most demanding fields, with the need for millions of data scientists. Applying data analytics tools and methodologies in business settings is useful to organisations to devise strategies and reach their objectives. The security of the data handled by data scientists and analysts being compromised is also a serious problem that enterprises face, one that is becoming more and more frequent over time. Realizing that *data* is the biggest differentiating factor between doing business in the 21st century versus the 20th, CBS launches its 13-month **Post-Graduate Program in Management & Data Science**. It is a **part-time certificate** program tailored to suit fresh graduates and working professionals alike.

ABOUT CBS

The Chennai Business School, established in 2006, has honed the skills of over 1000 management students. With more than 17 years in the field of imparting management education, CBS takes pride in its industry interface. It was co-founded by Mr K. Krishnan, former Joint President in charge of Broadband and Telephone Services of Airtel, former CEO of the RPG Group's Cellular business, and former Managing Director of the RPG Group's Entertainment business. Our alumni have scripted their own success stories in the corporate world. CBS continues to march on, with the single-minded commitment to empower students with knowledge and real-time experience. It has been ranked among the top 50 B-Schools in India by Business India B-School Rating. For further information, please visit: https://cbs.org.in/.

PROGRAM STRUCTURE

The program will have classes primarily on **weekends**, in 3 terms spanning about 3 months each followed by a capstone project.

Term 1 (June – August 2025)

- Mathematical Methods for Data Science (20 hours)
- Business Statistics (20 hours)
- Business Communication (20 hours)
- Data Visualization (20 hours)
- Python Programming (20 hours)
- Data Analytics Tools I (10 hours)

On completion of Term I, participants will be eligible to receive a certificate in Foundations of Data Science.

Term II (September – December 2025)

- Analytics for Decision Making (20 hours)
- Time Series Analysis (20 hours)
- AI with Business Applications (20 hours)
- Big Data & Hadoop (20 hours)
- SQL Programming (20 hours)
- Data Analytics Tools II (10 hours)

On completion of Term II, participants will be eligible to receive a certificate in Data Analytics.

Term III (January – March 2026)
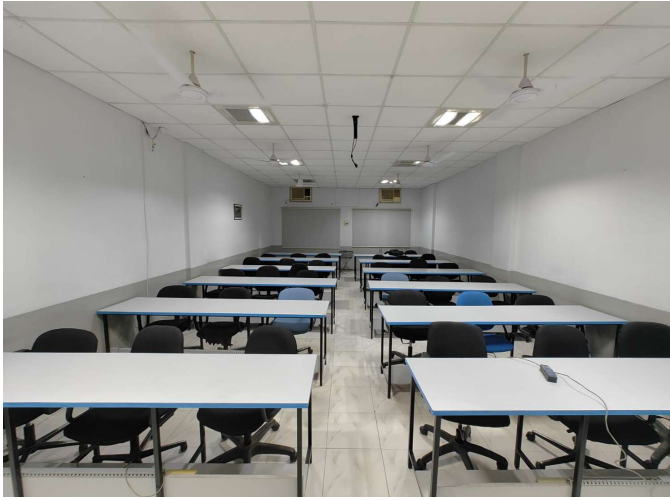
- Marketing Management (20 hours)
- Financial Management (20 hours)
- Supply Chain Management (20 hours)
- Technology Management (20 hours)
- Security & Blockchain (20 hours)

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- **Capstone Project (April – June 2026)**

On completion of Term III and the Capstone Project, participants will be eligible to receive a certificate in Management followed by the PGPMDS certificate.

In addition to regular classes, **guest lectures** will be delivered by leading academic scholars, industry experts, bureaucrats, etc. Classes will be held at the Chennai Business School's facility at Eekattuthangal (picture on cover page) or Kilpauk (pictures below).

Provisionally, the program will have 6-7 hours of classes every Saturday and additionally 10 hours every month, with some flexibility. This schedule will be followed till March 2026, after which our students shall pursue a capstone project for 8-10 weeks in an industry / in-house at CBS under the guidance of PGPMDS faculty / at an external academic research facility.

The timetable will be prepared and circulated about a week before the commencement of every trimester.

ELIGIBILITY CRITERIA

- A bachelor's degree of a minimum duration of 3 years in any discipline, with the course requirements to be completed before June 2025
- Minimum 60% aggregate score or 6.0 CGPA (on a scale of 10) at the time of application
- At least one subject in mathematics or statistics during high school or undergraduation
- Programming knowledge (desirable but not mandatory)
- CBS may relax the criteria if necessary and reserves its right to accept or reject applications.

FACULTY TEAM

Prof. Sridar Natarajan (Dean, CBS) is a Metallurgical Engineer from IIT Kharagpur (1977-82). After a two-year stint as a Quality Assurance Engineer in Tata Motors Co. (then TELCO), he pursued his PGDBM at IIM Bangalore, specialising in Finance and Systems (1984-86). Upon graduating, he was with Ernst & Young Member Firms in India and Saudi Arabia (1986-1998) as a management consultant. In these positions, he executed a wide range of assignments, from developing costing and accounting systems for manufacturing companies and banks to developing business requirements using CASE tools for retail and manufacturing companies. Prof. Natarajan was involved in a startup venture in IT training for a couple of years before entering the teaching profession. He was the Director – MBA of a reputed college in Coimbatore for 3 years. Between 2005 and 2007, he practised as an independent management consultant, executing assignments on costing and finance, and conducting executive development programmes for companies in Coimbatore. He has also been a visiting faculty for Finance and Operations at BIM and PSGIM. Prof. Natarajan joined the Chennai Business School as Dean in 2007.

Dr Gautham Sekar (PGPMDS Coordinator) is a Director of Madras Fintech Services Pvt. Ltd. He holds a B.E.(Hons.) degree in Electronics & Instrumentation Engineering and an M.Sc.(Hons.) in Physics from BITS Pilani, and a PhD in Cryptology from KU Leuven, Belgium. His interests include information security, data analytics, financial technology, and philosophy. Dr Sekar has worked in various capacities at leading academic institutions such as the National University of Singapore, the Indian Statistical Institute, IMSc Chennai, Madras School of Economics, and BITS Pilani (Off-Campus). He has (co-) authored more than 20 peer-reviewed publications, with several appearing in top venues such as the Computer Journal, the Journal of Computer Security, and the Journal of Mathematical Cryptology. He has served on the technical programme committee of Security Standardisation Research 2015. Aside from research and teaching, Dr Sekar has chaired the PGDM programme at the Madras School of Economics from 2022 to 2025. To fill his days, he serves on UPSC mock interview panels at Shankar IAS Academy. Dr Sekar is a recipient of the Dr. Ranjit Singh Chauhan Undergraduate Research Award. A secure implementation of a 3GPP encryption standard that he co-developed has been included in the LTE/4G wireless standards. He has been a member of the Indian delegation to the ISO/IEC meetings.

Dr Vinod Venkateswaran is a Senior Principal at Infosys Engineering Services, leading the Connected Products Technology and Consulting Practice across industries. He holds an engineering degree from BITS Pilani, an MBA from California State University, Sacramento, and a Ph.D. in Management from VIT Business School. With expertise in AI and Internet of Things (IoT), he advises CXOs on digital transformation journeys and has established innovation centers of excellence in the Connected Products domain. Dr Venkateswaran's responsibilities include defining service offerings, developing Go-To-Market strategies, nurturing ecosystem partnerships, and spearheading solution development using next-generation technologies. A regular speaker at technology conferences, he has authored multiple white papers, maintains an active blog, and contributes to industry associations and forums. He will serve the PGPMDS as a visiting faculty.

Dr Gopalasamudram Sivaramakumar is a former Senior Manager at Cognizant Technology Solutions (CTS). He holds a B.E. degree in Electronics and Communication Engineering from the College of Engineering, Guindy, an M.E. in Instrument Technology from the Madras Institute of Technology, and a PhD in the field of Adaptive Systems from IISc. He has worked in the implementation and support of supply chain management systems and data analytics systems in various industrial domains such as paints, food processing, semiconductors, transportation logistics, automotive, health care, hospitality, retail and telecom at Siemens Information Systems, Sherwin-Williams Company and CTS. Dr Sivaramakumar has also worked briefly at the Centre for Artificial Intelligence and Robotics (CAIR-DRDO) in Bengaluru. His teaching experience includes courses on AI, supply chain modelling, optimization methods, and robust control. His research papers are in the areas of control theory, supply chain planning, and optimization, and he has served as a member of the editorial board of Smart and Sustainable Manufacturing Systems.

Ms Deivanai Arunachalam is a former World Bank Consultant. She holds a M.A degree from the Madras School of Economics, followed by a PPP Certification, FRM and CFA. In addition to serving as an International Consultant at the World Bank's Independent Evaluation Group, contributing to high-impact research and policy assessments, her other roles at the World Bank involved structured finance, treasury accounting, and knowledge management. She has also conducted financial and economic analysis at HSBC, AMBA Research, Marmore MENA, and Nathan Economic Consulting, delivering insights on investment trends, labour markets, banking, and real estate. Ms Arunachalam has authored market research reports, contributed to newspapers, and served as a faculty member teaching CFA, CMA, financial modelling, and financial management.

Further strengthening our core & visiting faculty, we have experts on board who will be teaching select modules within courses.

OTHER IMPORTANT INFORMATION

Last date for application: 2nd May, 2025
Last date for fee payment: 16th May, 2025
Commencement of the PGPMDS: 2nd June, 2025

Review of the application will start immediately after the candidate applies.

The **program fee** is ₹ 5.5 lakhs. Including GST, the **total amount payable** is **₹ 6.49 lakhs**.

Students **cannot** register for one or more Terms (trimesters) individually and have to pay the program fee + GST in full before the date mentioned above.

Please visit https://cbs.org.in/courses-mba-courses-in-chennai/pgpmds/ for the application form. For any questions, please send email to pgpmds@cbs.org.in with "Query" in the subject line.

PGPMDS aspirants should note that CBS **will not** facilitate placements and that the PGPMDS **is not** an MBA program.

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