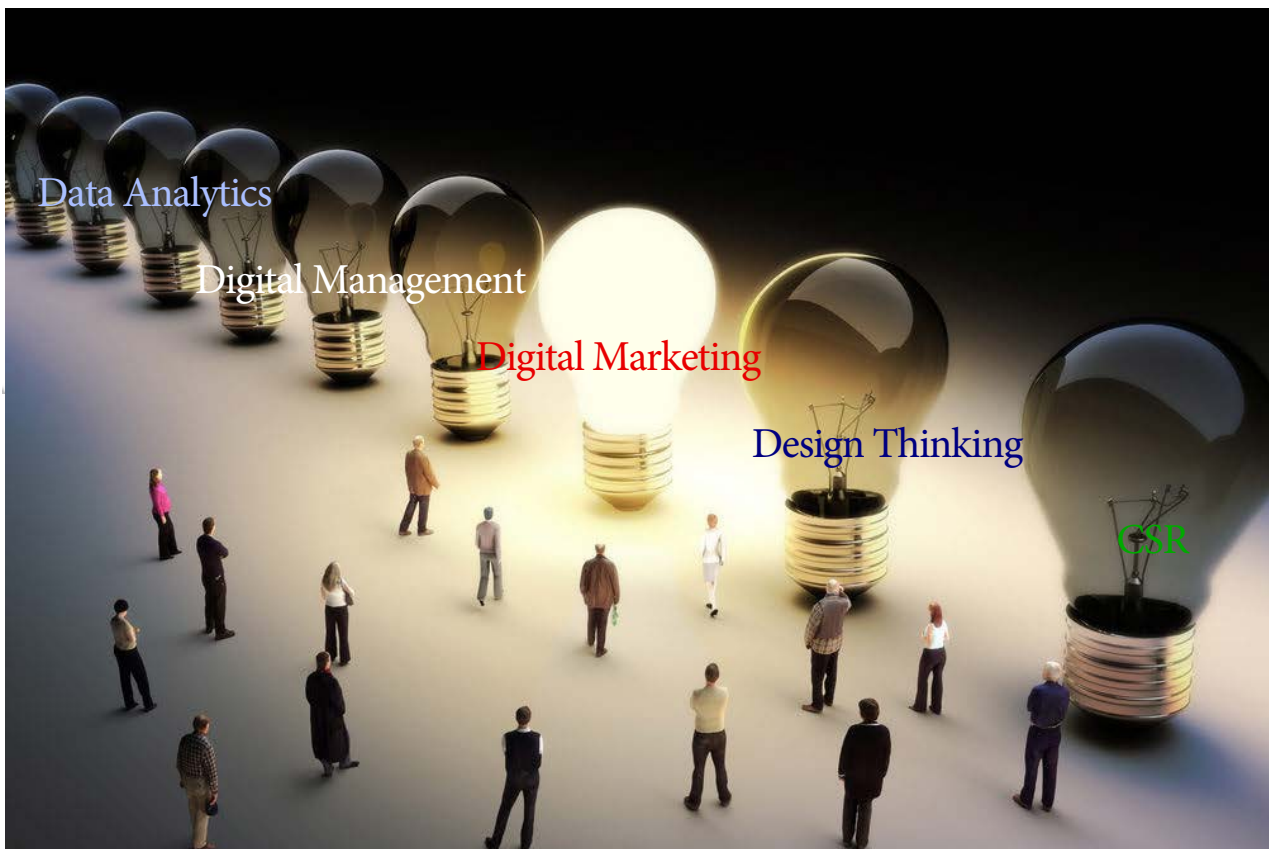


MCC Boyd-Tandon School of Business Madras Christian College



COURSES

JANUARY 2021



Brochure



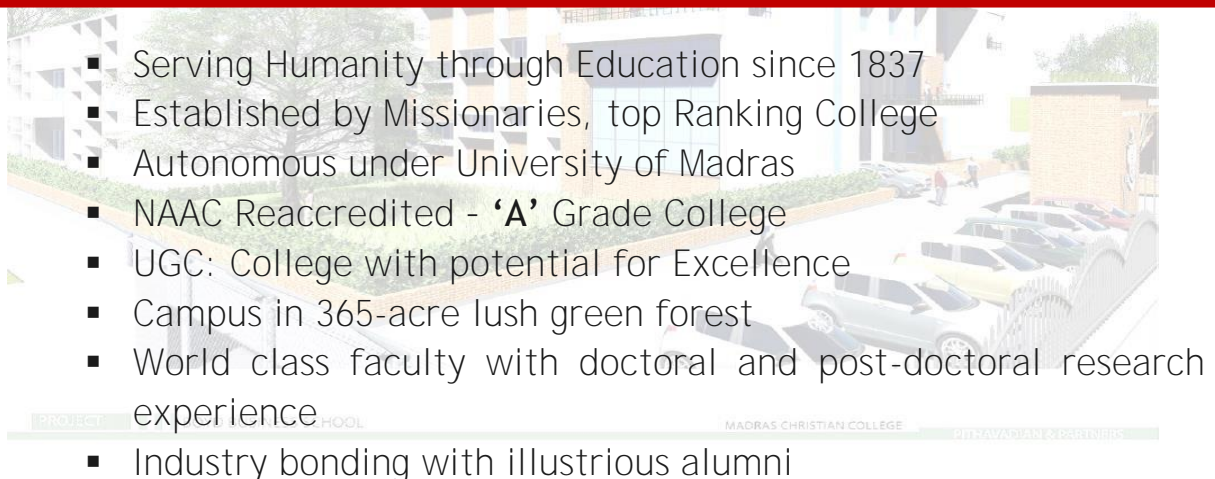
VISION

MCC Boyd Tandon School of Business envisions a World-class Business Education Centre to serve the changing needs of the Business world, with an unparalleled educational journey that is Intellectually, Socially, and Personally Transformative.

MISSION

To mould the professional aspirants as socially responsible Business Leaders by connecting with the challenges of the corporate world, grounded in the guiding principles of MCC - Academic Excellence, Spiritual Vitality, and Social Relevance

Madras Christian College

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- Serving Humanity through Education since 1837
 - Established by Missionaries, top Ranking College
 - Autonomous under University of Madras
 - NAAC Reaccredited - 'A' Grade College
 - UGC: College with potential for Excellence
 - Campus in 365-acre lush green forest
 - World class faculty with doctoral and post-doctoral research experience
 - Industry bonding with illustrious alumni

Campus Life

At MCC BTSB, learning is an experience as life sprawls on a vast Green Campus where living with dignity, pride and comradeship are learnt and practiced. The alumni of MCC BTSB carry the nostalgic memories of campus life all through their lives





Professional Diploma in Corporate Social Responsibility (PD CSR)

The course has 4 modules

Module 1: Legal Aspects of CSR

Module 2: Social Innovation and Entrepreneurship

Module 3: Business Ethics & CSR

Module 4: CSR & Value Creation

Duration

6 months - 120 Hours

Eligibility

Graduates / Engineering/ Management graduates with/without industry experience / Students currently studying UG/PG

Size

A lean Batch size for learning effectiveness: 30

Time

Only on Saturdays

Mode of Teaching

On Campus (70%) and Online (30%)

Resources

Teaching & Mentoring by Industry Experts in CSR

Fees

₹ 15,000 for Corporates. ₹ 10,000 for Students

Fee can be paid in two installments

Award

The **Professional Diploma in Corporate Social Responsibility** will be awarded by MCC Boyd-Tandon School of Business on successful completion of the course.

Interested students can download the application form and send the duly filled in form to the following mail id or WhatsApp number: dr.rajasingh@mcc.edu.in/94442 68866

Tentative Date of Commencement

06.02.2021



Professional Diploma in Data Analytics for Business Applications

The course has 5 modules

Module 1: Introduction to Data Analytics and Business Management

Module 2: Analytics Techniques using Advanced Excel

Module 3: Fundamentals of Statistics & R Introduction

Module 4: Advanced Module on Statistics, R Programming & Data

Module 5: Emerging Industry Solutions using Data Analytics

Duration

6 months - 120 Hours

Eligibility

Graduates / Engineering/ Management graduates with/without industry experience / Students currently studying UG/PG

Size

A lean Batch size for learning effectiveness: 30

Time

Only on Saturdays

Mode of Teaching

On Campus (70%) and Online (30%)

Resources

Teaching & Mentoring by Industry Experts in Data Analytics

Fees

₹ 29,500 for Corporates ₹ 24,500 for Students

Fee can be paid in two installments

Award

The **Professional Diploma in Data Analytics for Business Applications** will be awarded by MCC Boyd-Tandon School of Business on successful completion of the course.

Interested students can download the application form and send the duly filled in form to the following mail id or WhatsApp number:

dr.rajasingh@mcc.edu.in/9444268866

Tentative Date of Commencement

06.02.2021



Post Graduate Certificate in Data Analytics for Business Applications

The course has 6 modules

Module 1: Introduction to Data Analytics and Business Management

Module 2: Analytics Techniques using Advanced Excel

Module 3: Fundamentals of Statistics & R Introduction

Module 4: Advanced Module on Statistics, R Programming & Data

Module 5: Emerging Industry Solutions using Data Analytics

Module 6: Case Study & Project Work

Duration

9 months - 150 Hours

Eligibility

Graduates / Engineering/ Management graduates with/without industry experience

Size

A lean Batch size for learning effectiveness: 30

Time

Only on Saturdays

Mode of Teaching

On Campus (70%) and Online (30%)

Resources

Teaching & Mentoring by Industry Experts in Data Analytics

Fees

₹ 59,000 for Corporates ₹ 49,000 for Students

Fee can be paid in two installments

Award

The **Post Graduate Certificate in Data Analytics for Business Applications** will be awarded by MCC Boyd-Tandon School of Business on successful completion of the course.

Interested students can download the application form and send the duly filled in form to the following mail id or WhatsApp number: dr.rajasingh@mcc.edu.in/94442 68866

Tentative Date of Commencement

06.02.2021



Professional Diploma in Design Thinking

The course has 7 modules

Duration

10 weeks - 80 Hours

Eligibility

Graduates / Engineering/ Management graduates /**Students** with/without industry experience

Size

A lean Batch size for learning effectiveness: 30

Time

Only on Saturdays

Mode of Teaching

On Campus (70%) and Online (30%)

Resources

Teaching & Mentoring by Industry Experts in Strategy domain

Fees

₹ 40,000 for Corporates ₹ 24,500 for Students

Fee can be paid in two installments

Award

The **Professional Diploma in Design Thinking** will be awarded by MCC Boyd-Tandon School of Business on successful completion of the course.

Interested students can download the application form and send the duly filled in form to the following mail id or WhatsApp number:

dr.rajasingh@mcc.edu.in/94442 68866

Tentative Date of Commencement

06.02.2021



Professional Diploma in Digital Marketing

The course has 9 modules & Practical Sessions

Duration

6 months - 120 Hours

Eligibility

Graduates / Engineering/ Management graduates with/without industry experience

Size

A lean Batch size for learning effectiveness: 30

Time

Only on Saturdays

Mode of Teaching

On Campus (70%) and Online (30%)

Resources

Teaching & Mentoring by Industry Experts in Digital domain

Fees

₹ 20,000 for Corporates ₹ 15,000 for Students

Fee can be paid in two installments

Award

The **Professional Diploma in Digital Marketing** will be awarded by MCC Boyd-Tandon School of Business on successful completion of the course.

Interested students can download the application form and send the duly filled in form to the following mail id or WhatsApp number: dr.rajasingh@mcc.edu.in/94442 68866

Tentative Date of Commencement

06.02.2021

