# MCC Boyd-Tandon School of Business
# Madras Christian College

# COURSES

## 2021-22

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

- 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

Online classes only

## 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/9444268866

## Tentative Date of Commencement 01.07.2021

# 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 &
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

Online classes only

## 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 01.07.2021

# 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 & Dat
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

Online classes only

## 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/9444268866

## Tentative Date of Commencement 01.07.2021

# Professional Diploma in Design Thinking

## The course has 7 modules

Each module is built to incubate the creative mindset and collaborative approach, which will enable solve the complex industry problems through creativity, as well equips you to test your innovative skill to scale. This course will be facilitated through a Project based approach, which will comprise of 5 individual assignments, 4 team assignments, 2 quizzes and one final presentation.

## 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

Online classes only

## Resources

Teaching & Mentoring by Industry Experts in Strategy & Digital 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 01.07.2021

# 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

Online classes only

## 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/9444268866

## Tentative Date of Commencement 01.07.2021

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