

Goa Institute of Management

BIG DATA ANALYTICS

Course Structure 2019-21

1. Introduction to Data, Databases & Data Mining (10 Sessions)
2. Introduction to Excel (15 Sessions)
3. Basics of Management (10 Sessions)

Term 1

Credit (16.5)

1. Statistics for Analytics (3)
2. Business Economics- Micro (2.5)
3. Managerial Accounting (3)
4. Programming for Analytics – I (R & Python Programming) (2.5)
5. Data Preparation, Integration and Querying (2.5)
6. Managing People (2)
7. Design Thinking (1)

Term II

Credit (16)

1. Predictive & Prescriptive Analytics {R} (3)
2. Big Data Ecosystem and Technology {Big Data Tools} (3)
3. Marketing Management (3)
4. Finance for Managers (3)
5. Mathematical Models for Management Decision (2)
6. Understanding Organization (2)

Term III

Credit (16.5)

1. Machine Learning {Python} (3)
2. Programming for Analytics – II (SAS Programming) (1.5)
3. Story Telling Using Data (2)
4. Production and Operations Management (3)
5. Strategic Management(3)
6. Business Economics- Macro (2)
7. Analytics Project Management (2)

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Term IV

Credit (20)

Internship (5 Months)

Term V

Credit (15 to 17)

1. Ethics and Governance Issue in Big Data (2)
2. Advance Machine Learning {Python} (3)
3. Capstone Business Simulation (2.5)
4. Elective 1 to 5 (Credit 7.5 – 9.5)

Term VI

Credit (15 to 17)

1. IOT Analytics (2.5)
2. Cloud Computing & Cyber Security (3)
3. Elective 1 to 5 (Credit 9.5 -11.5)

Total Credit: (101)

Term 1 - 16.5 Credits

Term 2 - 16 Credits

Term 3 - 16.5 Credits

Term 4 - 20 Credits

Term 5 & 6 - 32 Credits

Other necessary tools and software will be covered in workshop mode

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List of Electives in Term V

Electives for Term V		
Finance, Banking and Insurance	Marketing-E-Com	Public Systems
Financial Analytics (3)	Analytics for Pricing and Revenue (2)	Public Policy Analytics (2)
Valuation Analytics (3)	Marketing Analytics (3)	Healthcare Analytics (2)
Financial Derivatives (3)	Platform Business (2)	Transportation analytics (2.5)
Common Electives for Each Bucket		
<ol style="list-style-type: none"> 1. Deep Learning (2 Credit) 2. Blockchain (2) 		

List of Electives in Term VI

Electives for Term VI		
Finance, Banking and Insurance	Marketing-E-Com	Public Systems
Credit Risk Analytics (2)	Supply Chain Analytics (3)	Energy Analytics (2)
Fraud Detection in Banking and Insurance (2)	Retail analytics (3)	HR Analytics (2)
Insurance analytics (2)		
Financial Econometrics (2)		
Common Electives for Each Bucket		
<ol style="list-style-type: none"> 1. Web & Social Media Analytics (2 Credit) 2. Robotic Process Automation (2) 3. Gamification (2) 4. Digital Transformation (2) 		