

PGDM Big Data Analytics
Programme Structure 2020-2022

Term I (Jun - Sep)

Credits (17.0)

1. Statistics for Analytics (3)
2. Managerial Accounting (3)
3. Programming for Analytics (3)
4. Data Preparation, Integration and Querying (2)
5. Artificial Intelligence (AI) for Managers (2)
6. Introduction to Big Data Ecosystem (2)
7. Business Economics (2)

Term II (Oct - Jan)

Credits (17.0)

1. Predictive & Prescriptive Analytics (3)
2. Mathematical Models for Management Decision (2)
3. Marketing Management (3)
4. Finance for Managers (3)
5. Big Data Lab (Hadoop, Hive, Pig, Spark) (3)
6. Advanced Programming for Analytics (3)

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Term III (Jan - March)

Credits (18.0)

1. Machine Learning (3)
2. Design Thinking (1)
3. Story Telling Using Data (2)
4. Production and Operations Management (3)
5. Managing People in organization (3)
6. Strategic Analytics (2)
7. Analytics Project Management (2)
8. Business Economics II (2)

Term IV

Credit (20)

Summer Internship Project (20)

Term V

1. Ethics and Governance in Big Data (2.5)
2. Blockchain (2)
3. Capstone Business Simulation (2.5)
4. Elective 1
5. Elective 2
6. Elective 3
7. Elective 4

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Term VI

1. IOT, Cloud and Cyber Security (3)
2. Social Media Analytics (3)
3. Elective 1
4. Elective 2
5. Elective 3
6. Elective 4
7. Elective 5

Other necessary tools and software will be covered in workshop mode

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List of Electives

- 1 Financial Derivatives
- 2 Credit Risk Analytics
- 3 Financial Analytics
- 4 Marketing Analytics
- 5 Supply Chain Analytics
- 6 Web & Social Media Analytics
- 7 Valuation Analytics
- 8 Customer Analytics
- 9 Advanced HR Analytics
- 10 Healthcare Analytics
- 11 Deep Learning
- 12 Robotic Process Automation
- 13 Retail Analytics
- 14 Digital Transformation
- 15 Sales Analytics
- 16 Manufacturing Analytics
- 17 Transportation analytics
- 18 Insurance analytics
- 19 Analytics for Pricing and Revenue
- 20 Platform Business
- 21 Public Policy Analytics

- 22 Sports Analytics
- 23 Marketing Analytics & Optimization Models
- 24 Fraud Detection in Banking and Insurance
- 25 Financial Econometrics
- 26 Energy Analytics