

COURSE STRUCTURE BUSINESS ANALYTICS

CORE COURSES

- Marketing Management
- Financial Accounting
- Statistics for Managers
- Economics for Managers
- Organisational Behaviour & Management Principles
- Business Research Methods
- Cost & Management Accounting
- Excel for Managers
- Financial Management
- Human Resource Management
- Corporate Communication-I
- Data Visualization and Communication

VALUE ADDED COURSES

- Entrepreneurship – How to Start a Business from Business Idea
- Sustainable Development Goals and Social Responsibility
- Research and Innovation in Business
- SQL for Data Analysis

ELECTIVES

- Introduction to Data & Analytics
- Applied Statistics & Analytics Using Excel
- Business Research & Data Warehousing
- Exploratory Analytics in Python
- Predictive Modelling in Python
- Data Visualisation & Storytelling in Power BI
- Functional Analytics
- Blockchain
- Machine Learning & Artificial Intelligence
- Analytics for Cross-Functional Excellence
- Applied Multivariate Data Analysis
- Machine Learning Systems Design
- Natural Language Processing
- Predictive Analytics for Business Forecasting
- Science and Management of Big Data
- Spreadsheet Models for Business Decision Problems
- Tourism & Leisure Marketing
- Product Innovation & Management

MOOC CERTIFICATIONS

CAPSTONE PROJECT