BUSINESS ANALYTICS

CHITKARA BUSINESS SCHOOL

SEMESTER-1

- Foundation Course
- Business Communication
- Management Fundamentals
- Business Environment
- Introduction to Business Analytics
- Fundamentals of Data Management
- Business Mathematics-I (Optional)

SEMESTER-2

- Marketing Management
- Fundamentals of Statistics
- In Lingua Course
- Basics of Accounting
- Introduction to Big Data & Analytics
- Business Applications of Statistics
- Business Mathematics-II (Optional)

SEMESTER-3

- Fundamentals of Financial Management
- Research Methodology
- Fundamentals of Financial Services
- Organisational Behaviour and Human Capital Management
- Data Analysis in Excel
- Data Querying with SQL
- Summer Internship-I

SEMESTER-4

- Strategic Management
- Economics
- Business Ethics & Corporate Governance
- Data Visualisation with PowerBI/Tableau
- Analytics Strategy and Implementation
- Certification-I

SEMESTER-5

- Legal Environment of Business
- Security Analysis and Portfolio Management
- Services Marketing
- Artificial Intelligence for Managers and Leaders
- Functional Analytics
- Certification-II
- Summer Internship-II

SEMESTER-6

- Disaster Management
- Environmental Science
- Human values and Professional Ethics
- Cyber Security
- On the Job Training/Capstone