

BUSINESS ANALYTICS WITH EY

SEMESTER-1

- Management Fundamentals
- Marketing Management
- Introduction to Business Analytics
- Managerial Economics
- Business Communication
- Financial Literacy using Digital Platforms
- VAC-1 (Understanding India)

SEMESTER-2

- Basics of Accounting
- Organizational Behaviour
- Entrepreneurship Development
- Fundamentals of Statistics
- Corporate Writing
- VAC-2 (Health & Wellness)

SEMESTER-3

- Philosophy of Research
- Big Data Analytics
- Certification I
- Business Applications of Statistics
- Fundamentals of Digital Marketing & E-Business
- Project on Community Service
- Leadership and Personality Development

SEMESTER-4

- Data Analysis in Excel
- Data Querying with SQL
- Certification II
- Data Visualization
- Analytics for Business Strategy
- Foreign Language (French)

SEMESTER-5

- Business Environment
- Strategic Management
- Python Programming and Automation
- Advanced Excel and VBA
- Minor-1
- Minor-2
- Summer Internship

SEMESTER-6

- Business Ethics and Corporate Governance
- Functional Analytics
- Artificial Intelligence and Machine Learning
- Dashboard Design and Storytelling

Note: Non-credit courses are also offered other than curriculum like community service, Literacy Initiatives, Short term Internships, Summer School, Exchange Programs with International Exposure as a means of providing experiential learning and enhancing the knowledge of the students.