**Curriculum Design of Specialized Two-Year Post Graduate Programme**

The programme will train the students in two specific domains. First, they will understand basic management concepts related to marketing, finance and entrepreneurship and secondly they will attain the special skill sets for applying Analytics in the management areas.

1. **Programme Outcome**

The programme will develop a deeper sense about management principles and techniques in the field of marketing, finance, quantitative analysis and entrepreneurship. They will also equip themselves with adaptive thinking which is applicable in the management domain.

Students will learn special skill sets for application of Business Analytics in the field of management. Computational skills are vigorously focussed in the programme.

A reasonable mix of common courses with core courses will make them self-directed on the path of continuous learning. Core courses will make them capable to apply analytics in specific areas and then to effectively communicate to the stake holders of given management challenge.

A good Data Scientist or Business Analyst is supposed to work effectively and efficiently in the individual capacity and as a team. The programme delivery will in-built these skills and aptitude.

Students will get the updated knowledge and developments in the field of Analytics by virtue of interactions with learned industry professionals and academicians.

1. **Stages of Curriculum Design**

Following section covers the Vision and Mission of the department and that of the institute, Context of programme and Credits of PG Programme.

* 1. **Vision and Mission**

**Vision of the Department**

To be the centre of Commerce and Management Education.

**Mission of the Institute**

Moulding empowered, committed and socially responsible women leaders.

**Objective of the Programme**

By virtue of massively enhanced data storage and data retrieval capacity due to technological advancements in the field of Information Technology, possibility of probing extensively into the past business information or data has paved the way of new specialized domain called Business Analytics or Big Data Analytics. Further, the demand of Data Scientists in India and the World has reached to a level which is difficult to meet through the existing pool of knowledgeable professionals in this field. This programme is an holistic attempt to create Data Analysts or Business Analysts for bridging the gap.

**Detailed Distribution of Courses and Credits of PG Diploma Program**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Semester | **Course Code** | **Title of the Course** | **# Hrs/Week** | **# Credits** | **Total Hrs / Sem** | **Exam Duration** | **SA** | **FA** |
| 1 | CO1B01TM | Management Concepts and Practices | 4 | 3 | 72 | 3 | 25 | 75 |
|  | CO1B02TM | Marketing Management | 4 | 3 | 72 | 3 | 25 | 75 |
|  | CO1B03TM | Accounting for Managers | 4 | 3 | 72 | 3 | 25 | 75 |
|  | CO1B04TM | DBMS and Data Warehousing | 4 | 3 | 72 | 3 | 25 | 75 |
|  | CO1B05TM | Spreadsheet Modelling and Decision Analysis | 4 | 4 | 72 | 3 | 50 | 50 |
|  | CO1B06TM | Statistics for Business | 5 | 4 | 90 | 3 | 50 | 50 |
| 2 | CO2B07TM | Financial Markets and Instruments | 4 | 3 | 72 | 3 | 25 | 75 |
|  | CO2B08TM | Introduction to Entrepreneurship | 4 | 3 | 72 | 3 | 25 | 75 |
|  | CO2B09TM | Management Decision Science | 4 | 3 | 72 | 3 | 50 | 50 |
|  | CO2B10TM | Business Finance | 4 | 3 | 72 | 3 | 25 | 75 |
|  | CO2B11TM | Introduction to Business Analytics | 5 | 4 | 90 | 3 | 25 | 75 |
|  | CO2B12TM | SPSS for Research Methodology | 4 | 4 | 72 | 3 | 50 | 50 |
| 3 | CO3B13TM | Consumer Behaviour and CRM | 4 | 3 | 72 | 3 | 25 | 75 |
|  | CO3B14TM | Economic Analysis for Business Decisions | 5 | 3 | 90 | 3 | 25 | 75 |
|  | CO3B15TM | Financial Modelling | 5 | 3 | 90 | 3 | 50 | 50 |
|  | CO3B16TM | Multivariate Data Analysis – 1 | 4 | 3 | 72 | 3 | 50 | 50 |
|  | CO3B17TM | Time Series Econometrics | 5 | 4 | 90 | 3 | 50 | 50 |
|  | CO3B01PM | Project I | 2 | 4 | 36 | 3 | 30 | 50 **(P)** |
| 4 | CO4B18TM | Predictive Modelling using SAS | 5 | 3 | 90 | 3 | 50 | 50 |
|  | CO4B19TM | Big Data Analytics | 5 | 3 | 90 | 3 | 50 | 50 |
|  | CO4B20TM | Multivariate Data Analysis – 2 | 5 | 3 | 90 | 3 | 50 | 50 |
|  | CO4B21TM | Analytics with R | 4 | 3 | 72 | 3 | 50 | 50 |
|  | CO4B22TM | Data Mining for Business Analytics | 4 | 4 | 72 | 3 | 50 | 50 |
|  | CO4B01PM | Project II | 2 | 4 | 36 | 3 | 60 | 100 **(P)** |
|  |  |  |  |  |  |  |  | 40 **(V)** |

**Project**

**All**

The programme is of 80 credits with a definition of 15 contact hours per credit.

* 1. **Credit Distribution**

|  |  |  |
| --- | --- | --- |
| S. No. | Course Work-Subject Area | Credits |
| 1 | Core Courses | 72 |
| 3 | Projects (two in numbers) | 08 |
| Total | | 80 |

* 1. **Core Courses**

There are 22 Core courses which includes 10 specialized Core courses.

Core specialized courses are 10 which take students from the Introduction of Business Analytics to Data Mining for Business Analytics.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **A** | **Core Courses** | **Semester** | **Area** | **Numbers** |
| 1 | Management Concepts and Practices | I | General Management | 1 |
| 2 | Marketing Management | II | Marketing Management | 1 |
| 3 | Consumer Behaviour and CRM | III | 2 |
| 4 | Statistics for Business | I | Statistics | 1 |
| 5 | Accounting for Managers | I | Accounting | 1 |
| 6 | Financial Markets and Instruments | II | Finance | 1 |
| 7 | Business Finance | II | 2 |
| 8 | Economic Analysis for Business Decisions | III | Economics | 1 |
| 9 | Introduction to Entrepreneurship | II | Entrepreneurship |  |
| 10 | Spreadsheet Modelling and Decision Analysis | I | Quantitative Techniques | 1 |
| 11 | Management Decision Science | II | 2 |
| 12 | Financial Modelling | IV | 3 |
|  |  |  |  |  |
| **B** | **Core courses (Specialized)** |  |  |  |
| 13 | DBMS and Data Warehousing | I | Analytics | 1 |
| 14 | Introduction to Business Analytics | II | 2 |
| 15 | SPSS for Research Methodology | II | 3 |
| 16 | Analytics with R | III | 4 |
| 17 | Multivariate Data Analysis – 1 | III | 5 |
| 18 | Time Series Econometrics | III | 6 |
| 19 | Predictive Modelling using SAS | IV | 7 |
| 20 | Big Data Analytics | IV | 8 |
| 21 | Multivariate Data Analysis – 2 | IV | 9 |
| 22 | Data Mining for Business Analytics | IV | 10 |

1. **Examinations**

Following section explains the assessment pattern for two types of courses. One type is those courses which are largely conceptual like Management Concepts and Practices and Marketing Management. The other type of courses in this programme is quantitative and application oriented courses like Management Decision Science and Analytics with R.

For *conceptual courses*, 25 and 75 weights for Sessional Assessment and University Exam has been designed respectively.

The weights of Class Test (one only) and that of two Assignments are shown below.

|  |  |
| --- | --- |
| **Item** | **Weightage** |
| Class Test 1 | 5 |
| Assignment 1 | 10 |
| Assignment 2 | 10 |

For *quantitative courses*, 50 and 50 weights for Sessional Assessment and University Exam has been designed respectively. This is designed for accommodating more supervised learning of students.

The weights of Class Tests (two) and that of two Assignments are shown below.

|  |  |
| --- | --- |
| **Item** | **Weightage** |
| Class Test 1 and 2 | 5 + 5 =10 |
| Assignment 1 | 20 |
| Assignment 2 | 20 |