



Programme Curriculum:

SEMESTER 1

- Organisational Behaviour and Design
- Managerial Economics and Indian Economic Policy
- Marketing Management
- Financial Reporting, Statements and Analysis
- Statistics and Quantitative Techniques
- Business Strategy
- Managerial Skills and Communication

SEMESTER 2 - SPECIALISATION: BUSINESS ANALYTICS

- Data-driven Decisions - Spreadsheet-based Approach
- Storytelling with Data
- Predictive Modelling and Machine Learning
- Foundations of AI
- Elective 1:
- Elective 2:
- Elective 3:

(Electives: Choose any three)

- Analytics for Retail
- Analytics for Finance
- Analytics for Healthcare
- Analytics for Operations
- Social Media Analytics

Project (3 Months)

- Industrial Project (3 Months)