

**SYMBIOSIS CENTRE FOR MANAGEMENT AND HUMAN RESOURCE  
DEVELOPMENT  
POST GRADUATE DIPLOMA IN BUSINESS ANALYTICS  
PROGRAMME STRUCTURE 2017-18**

<b>1. OBJECTIVE</b>	Business metrics do a great job summarizing the past. But if you want to predict how customers will respond in the future, there is one place to turn — Analytics. By learning from your abundant historical data, analytics provides the marketer something beyond standard business reports and sales forecasts: actionable predictions for each customer. These predictions encompass all channels, both online and offline, foreseeing which customers will buy, click, respond, convert or cancel. If you predict it, you own it.	
<b>2. DURATION</b>	One Year Part Time	
<b>3. INTAKE</b>	60 Students	
<b>4. RESERVATION</b>	NA	
<b>5. ELIGIBILITY</b>	Candidate should be a Graduate in any discipline from any statutory / recognized university with a minimum of 50% marks.	
<b>6. SELECTION PROCEDURE</b>	Personal Interaction	
<b>7. MEDIUM OF INSTRUCTION</b>	English	
<b>8. PROGRAMME PATTERN</b>	Semester Pattern – 2 Semesters	
<b>9. COURSES AND SPECIALIZATION</b>	As per Annexure A	
<b>10. FEE</b>	Academic Fee p.a.	Rs. 60,000
	Institute Deposit	Rs. 5,000
	<b>Total</b>	<b>Rs. 65,000</b>

**11. ASSESSMENT**

All internal courses will have 100% component as internal evaluation at the Institute level. All external courses will have 60% internal component and 40% component as external [University] examination.

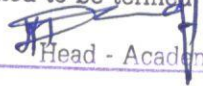
**12. STANDARD OF PASSING**

The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.

**13. AWARD OF DIPLOMA**

**Post Graduate Diploma in Business Analytics** will be awarded at the end of semester II examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.

Programme Structure is approved by the Academic Council subject to its norms & conditions. Any provision in the Programme Structure which violates the basic rules & regulations is deemed to be termed "Null & Void".

  
Head - Academic

**Annexure A  
Semester I**

Catalog Course Code	Course Code	Course Title	Credit	Internal Marks	External Marks	Total Marks
T2837	020365101	Contemporary Business Statistics	2	60	40	100
T2220	020365102	Operations Research	2	60	40	100
T2838	020365103	Trends in Analytics	2	60	40	100
T3295	020365104	Relational Database Management System	2	60	40	100
T2513	020365105	Marketing Research	2	60	40	100
T3289	020365106	Business Intelligence I	2	60	40	100
T2803	020365107	Project	3	150	-	150
		<b>Total</b>	<b>15</b>	<b>510</b>	<b>240</b>	<b>750</b>

**Semester II**

Catalog Course Code	Course Code	Course Title	Credit	Internal Marks	External Marks	Total Marks
T2553	020365201	Advanced Operations Research	2	60	40	100
T2836	020365202	Contemporary Business Analytics	2	60	40	100
T2209	020365203	Business Forecasting	2	60	40	100
T2684	020365204	Finance Analytics	2	60	40	100
T2685	020365205	HR Analytics	2	60	40	100
T2686	020365206	Marketing Analytics	2	60	40	100
T2803	020365207	Project	3	150	-	150
		<b>Total</b>	<b>15</b>	<b>510</b>	<b>240</b>	<b>750</b>

**Summary**

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Semester I	3	12	15	750
Semester II	3	12	15	750
<b>Total</b>	<b>6</b>	<b>24</b>	<b>30</b>	<b>1500</b>