

Post Graduate Diploma in Business Analytics (PGDBA) 2019-20 Program Structure

PGDBA 2019-20 Batch

Program Structure

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| 1 | Objective | : | To provide high quality management education to students through advancement of knowledge in all business related disciplines and development of ethos of corporate professionalism in Student Managers |
| 2 | Duration | : | 12 Months (Two Semesters) |
| 3 | Intake | : | 40 Seats |
| 4 | Reservation of Seats | : | Open to all |
| 5 | Eligibility | : | An executive/professional seeking admission for the programme must possess Bachelor's Degree of any Statutory University or any other recognized Foreign University with 50% marks |
| 6 | Selection Procedure | : | Personal Interaction |
| 7 | Program Pattern | : | General Management semester pattern. Total two semesters |
| 8 | 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] exam |

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- 9. Standard of Passing** : The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10.000 corresponding to “O” as Outstanding. For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4.000 corresponding to Grade D. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a diploma to the student who has achieved a minimum CGPA of 4.000 out of maximum of 10.000 for the program.
- 10. Award of Degree** : “Post Graduate Diploma in Business Analytics” will be awarded at the end of 2nd semester examination by taking into consideration the performance of all 2 semesters’ examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.

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Semester I

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
1	Business Statistics	2	60	40	100
2	Operations Research	2	60	40	100
3	Business Analytics	2	60	40	100
4	Data Mining and Algorithms	2	60	40	100
5	Marketing Research	2	60	40	100
6	Business Intelligence I	2	60	40	100
	Total	12	360	240	600

The Meanings of Internal Marks: The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects. **Internal Evaluation Components:** Assignment, Presentation, Quizzes, Case Study etc.

The Meaning of External Marks: Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.

Credit: 1 credit means 15 hours class room teaching and 50 marks. 2 credits means 30 hours class room teaching and 100 marks.

Symbiosis Institute of Management Studies (SIMS) Khadki Pune, a constituent of Symbiosis International University (SIU)

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Semester II

Course Code	Course Name / Subject Name	Credits	Internal Marks	External Marks	Total Marks
1	Advanced Operations Research	2	60	40	100
2	Introduction to Data Sciences	2	60	40	100
3	Business Forecasting	2	60	40	100
4	Financial Modelling	2	60	40	100
5	Lean Six Sigma	2	60	40	100
6	Digital Marketing	2	60	40	100
7	Project Study	6	300	-	300
	Total	18	660	240	900

The Meanings of Internal Marks: The subjects are taught and evaluated by the same respective faculty members. No University exam for those subjects. **Internal Evaluation Components:** Assignment, Presentation, Quizzes, Case Study etc.

The Meaning of External Marks: Symbiosis International University will conduct subjective exam for that subject (40%) besides 60% internal marks as stated above.

Credit: 1 credit means 15 hours class room teaching and 50 marks. 2 credits means 30 hours class room teaching and 100 marks.