



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

ONLINE
Entitled by UGC

Online BBA with specialisation in **BUSINESS ANALYTICS**

3 YEARS ONLINE DEGREE

In collaboration with **KPMG** in India



Learn from Anywhere

Learn top tools like-



SPSS



From the world leaders in Business Analytics

About Chandigarh University

Chandigarh University (CU) is a leading Indian Institution offering its students a unique amalgamation of professional and academic excellence.



1st among the all private universities in India as per the **QS World University Rankings 2024**



A+ grade by the National Assessment and Accreditation Council (**NAAC**).



Ranked amongst **Top 5%** institutions of India for receiving **NAAC A+ Rating**



Ranked amongst the top 27 universities in the **NIRF Rankings 2023**, Government of India.

The University provides a global perspective to facilitate students with international learning opportunities through partnerships with more than 443 top-ranked universities worldwide in 86 countries. At Chandigarh University, a wide spectrum of programmes paired with flexibility, experiential learning and interdisciplinary orientation emancipate our students to explore their interests and pursue their dream careers.



About **KPMG**

As part of one of the Big Four professional services firms, KPMG Global provides risk, financial & business advisory, tax & regulatory services, internal audit, and corporate governance services. Additionally, KPMG in India provides integrated model-based software process improvement and assessment services to help organisations achieve business excellence. In today's rapidly changing landscape of technological innovations, success is driven by continually improving processes and leveraging their effectiveness. KPMG's services help organisations prepare for this challenge and take steps towards achieving their goals.

KPMG in India has access to a global network of resources who possess the extensive professional experience to chart a value-added sustainable process improvement. It is based on contemporary models and methodologies such as:



Program Highlights

UGC/AICTE Approved Course



All our courses are approved by UGC/AICTE. Your education will meet recognized standards and qualifications, enhancing your professional credentials and opening doors to opportunities in the industry.

Personalized Guidance



Our mentorship program offers personalized support. Your assigned mentor will work closely with you, addressing your needs, providing guidance, and ensuring you receive the necessary assistance to excel in your studies.

Top-Notch Instructors



Learn from highly experienced instructors from both KPMG in India and Chandigarh University. Their extensive real-world expertise enhances your educational experience, offering invaluable insights that equip you for success in your selected field.

Internship & Placement Assistance



We assist you with internship opportunities and provide dedicated support for placements. Our commitment to your success will help to jumpstart your career, ensuring you gain practical experience and find the perfect job placement.

Interactive Online Learning



Experience dynamic learning through live online classes. Engage with instructors and fellow students in real time, fostering a collaborative and enriching educational experience from the comfort of your own space.

Financial Assistance



We offer a range of financial assistance options to make your education more accessible.

Curriculum

ONLINE BBA WITH SPECIALIZATION IN BUSINESS ANALYTICS

SEMESTER 1

S.N	Course Title	Credit
S.N	Microeconomics	4
1	Management Principles and Organizational Behaviour	4
2	Communication Skills	4
3	Introduction to Business Analytics and Computer programming (Edept)	4
4	Basic to Advance Excel (Edept)	4
	TOTAL	20

SEMESTER 2

S.N	Course Title	Credit
1	Macroeconomics	4
2	Human Resource Management	4
3	Business Mathematics and Statistics	4
4	Data Mining (Edept)	4
5	Introduction to Programming - I (using Python) (Edept)	4
	TOTAL	20

SEMESTER 3

S.N	Course Title	Credit
1	Marketing Management	4
2	Research Methodology	4
3	Data Visualization (Edept)	4
4	Database Management (Edept)	4
5	Introduction to Programming - II (using R) (Edept)	4
	TOTAL	20

SEMESTER 4

S.N	Course Title	Credit
1	Operations Research	4
2	Commercial & Company Law	4
3	Social Media Analytics (Edept)	4
4	Business Modeling (Edept)	4
5	Predictive Analytics (Edept)	4
	TOTAL	20

SEMESTER 5

S.N	Course Title	Credit
1	Strategic Management	4
2	Business Environment	4
3	Big Data Analytics (Edept)	4
4	Machine Learning for Business (Unsupervised) (Edept)	4
5	Case Study / Mini Project (Edept)	8
	TOTAL	24

SEMESTER 6

S.N	Course Title	Credit
1	Industrial Relation and labor law	4
2	Dissertation 1/ Capstone project (Edept)	8
3	Time Series Forecasting (Edept)	4
4	Business Tools - SAS, SPSS, Orange 3 (Edept)	4
	TOTAL	20

Course Eligibility & Fees

10+2 with 50% marks in aggregate or its equivalent examination in any stream conducted by a recognized Board / University / Council.

COURSE FEES - 31,667/ sem for 6 semesters



Who Is This Course For?

- Students who are keen to build their career in analytics.
- Students who want to gain a competitive edge.
- Students who wish to pursue higher studies in business analytics.
- Students who want to become business analysts or business development analysts.

Admission Process

- Get in touch with our counsellor
- Profile verification and panel interview
- Get selected and complete enrolment
- Kick-start your journey towards becoming an expert in analytics

Future Scope of Analytics

11M There will be more than 11 million open jobs in India by 2026. (LinkedIn)

20B India alone will capture 32% of the Big Data market worldwide and generate USD 20 billion by 2026. (TOI)

22% The analyst and computer information research field is expected to grow by 22% from 2020–2030 which is triple the rate of the average profession. (LinkedIn)

200% Globally, the demand for data analysts could witness a whopping 200% rise by 2026. (TOI)



Job Roles

- Data Analysts
- Advanced Analysts
- BI Analyst
- Research Data Analyst
- CRM Data Analyst
- Database Administrator



Industries Looking For Specialists



Media



E-commerce



FMCG



Banking & Finance



Healthcare



Engineering & Manufacturing

Average Salaries

- Analytics Manager - INR 17 lakh
- Lead Business Analyst - INR 14 lakh
- Project Manager - INR 12 lakh
- Sr. Business Analyst - INR 9 lakh
- Business Analyst - INR 6 lakh



Source: Payscale

Faculty



AMIT KUMAR
Assistant Manager,
KPMG in India

With over 10 years of experience, Amit has a track record of defining and implementing Quality Management Systems for various organizations. His core skills encompass Python programming for data analytics, Text Analytics, Data Visualizations with Tableau, Data Scraping and Wrangling, Exploratory Data Analysis (EDA), and Advanced Unstructured Data Analytics.



VARSHA PAI K
Senior Consultant, Advisory
KPMG in India

A highly knowledgeable and skilled Learning and Development Specialist, Varsha has excellent interpersonal skills and strong abilities in designing, conducting, and implementing training and educational programs. She has superior technical writing skills and thorough knowledge of Adult Learning Theory and best training program practices.



KAUSHIK SWAROOP
Analyst, Advisory
KPMG in India

Kaushik provides Data Analytics solutions as part of the Business Excellence practice at KPMG in India. He has a track record of working on projects related to Text Analytics, Marketing Analytics, Financial Analytics, and HR Analytics. Proficient in tools like Python, R, Tableau, Power BI, and Excel, he excels in various Data Analysis techniques, including Predictive Modeling, Exploratory Data Analysis, Data Wrangling, and Unstructured Data Analytics.



DILIP BALASUBRAMANIAN
Consultant - Business Excellence,
KPMG in India

Dilip provides Data Analytics training to institutional, corporate, and public sector clients. He also advises clients and conducts training programs in R and Python Scripting for data analytics, Text Analytics, Data Visualizations using tools such as Tableau, R, Python, PowerBI, Data Scraping and Wrangling, Exploratory Data Analysis (EDA), and Advanced Unstructured Data Analytics.

Contact us now!



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