

**Sir Padampat Singhania University**  
**Udaipur**

**SCHOOL OF MANAGEMENT**  
**Course Curriculum of 1-Year PG Diploma Programme**  
**in Business Analytics**

**Credit Structure**

**Distribution of Total Credits & Contact Hours in all Semesters**

S. No.	Semester Number	Credits/Semester
1	I	21
2	II	23
Total		44

**Semester – I**

S.No.	Code	Course	L	T	P	Credit(s)
1		Business Economics and Strategy	3	0	0	3
2		Marketing Management	3	0	0	3
3		Principles of Accounting and Finance	3	0	0	3
4		Business Statistics	2	0	1	3
5		Logistics and Supply Chain Management	3	0	0	3
6		Human Resource Management	3	0	0	3
7		Introduction to Business Analytics	2	0	1	3
<b>Total Credits</b>						<b>21</b>
8	EP-99A	Endeavour Project (Beyond the Syllabus)				
Total Contact hours/week						23

## Semester – II

S.No.	Code	Course	L	T	P	Credit(s)
1		Econometrics	3	0	0	3
2		Financial Analytics	3	0	0	3
3		Marketing Analytics	3	0	0	3
4		HR Analytics	3	0	0	3
5		Social and Sentiment Analytics	2	0	1	3
6		Operations Analytics	3	0	0	3
7		Data Privacy and Ethics	3	0	0	3
8		Project Work	-	-	2	2
<b>Total Credits</b>						<b>23</b>
9	EP-99A	Endeavour Project (Beyond the Syllabus)				3
Total Contact hours/week						24