

Programme Project Report (PPR)

Certificate in Business Analytics (ODL Mode)

1. Programme Mission & Objectives

- **Mission:** To provide learners with foundational knowledge and applied skills in business analytics through flexible Open & Distance Learning.
- **Objectives:**
 - Introduce learners to data-driven decision-making.
 - Build competence in statistical analysis, data visualization, and predictive modeling.
 - Train learners in widely used tools (Excel, Power BI, Tableau, R/Python basics).
 - Prepare learners for entry-level roles in analytics, consulting, and business support.

2. Programme Outcomes

- Learners will understand the role of analytics in business strategy.
- Graduates will be able to collect, analyze, and interpret data for decision-making.
- Learners will gain confidence to pursue higher studies or professional diplomas in analytics and data science.

3. Target Learners

- **Eligibility:** 10+2 or equivalent.
- **Profile:** Students, professionals, entrepreneurs, and managers seeking data literacy.
- **Special Focus:** Learners aiming to enhance employability in business and IT sectors.

4. Programme Structure

Duration: 6 Months (1 Semester)

Credits: 20

Sr. No.	Paper Code	Title	Credits	End Term	Mid Term	Total
FIRST SEMESTER						
1.	C26-BAN-101/ MBAD-102	Fundamentals of Statistics For Business Decisions	4	70	30	100
Any four of the following:						
2.	C26-BAN-102/ MBADBA-303	Data Mining and Data Warehousing	4	70	30	100
3.	C26-BAN-103/ MBADBA-301	Business Analysis Using Excel	4	70	30	100
4.	C26-BAN-104/ MBADBA-302	Fundamentals of Econometrics	4	70	30	100
5.	C26-BAN-105/ MBADBA-305	Data Analytics Using R	4	70	30	100
6.	C26-BAN-106/ MBADBA-304	Decision Modeling and Data Analysis	4	70	30	100

5. Instructional Design

- **Self-Learning Materials (SLM):** Print + digital modules.
- **Multimedia:** Recorded lectures, webinars, tutorials.
- **Assignments:** Case studies, dataset analysis, visualization projects.
- **Learner Support:** Online forums, counseling, peer interaction.

6. Admission & Evaluation

- **Admission:** Online application via ODL portal.
- **Evaluation:**
 - Internal Assessment (30%) – assignments, quizzes, projects.
 - End-Term Exam (70%) – proctored online/offline.
- **Certification:** Certificate awarded upon completion of all credits.

7. Faculty & Resources

- **Faculty:** Experts in business analytics, statistics, and IT.
- **Resources:**

- Access to analytics tools (Excel, Power BI, Tableau student licenses).
- Library support (e-books, journals, case studies).
- LMS for online learning.

8. Cost Estimate

- Affordable fee structure.
- Scholarships and concessions for disadvantaged learners.
- Budget allocation for faculty, technology, and learner support.

9. Quality Assurance

- Curriculum updated regularly with industry standards.
- Feedback from learners and employers.
- Monitoring by Centre for Distance Education.
- Compliance with UGC-DEB guidelines.