

Programme Project Report (PPR)

Diploma in Business Analytics (ODL Mode)

1. Programme Mission & Objectives

- **Mission:** To equip learners with advanced knowledge and applied skills in business analytics through Open & Distance Learning.
- **Objectives:**
 - Build competence in data analysis, visualization, and predictive modeling.
 - Train learners in tools such as Excel, Power BI, Tableau, R, and Python.
 - Prepare learners for mid-level roles in analytics, consulting, and business strategy.
 - Encourage data-driven decision-making and innovation in business practices.

2. Programme Outcomes

- Learners will understand analytics principles and their application in business contexts.
- Graduates will be able to design, execute, and evaluate data-driven strategies.
- Learners will gain confidence to pursue higher studies or professional certifications in analytics and data science.

3. Target Learners

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

4. Programme Structure

Duration: 1 Year (2 Semesters)

Credits: 40

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
SECOND SEMESTER						
7.	D26-BAN-107/ MBAD-205	BUSINESS RESEARCH METHODS	4	70	30	100
ANY FOUR OF THE FOLLOWING:						
8.	D26-BAN-108/ MBADBA-403	FINANCIAL MODELING	4	70	30	100
9.	D26-BAN-109/ MBADBA-401	TIME SERIES DATA ANALYSIS	4	70	30	100
10.	D26-BAN-110/ MBADBA-402	APPLIED MULTIVARIATE ANALYSIS	4	70	30	100
11.	D26-BAN-111/ MBADBA-405	DATA ANALYSIS USING PYTHON	4	70	30	100
12.	D26-BAN-112/ MBADBA-406	IOT AND BIG DATA	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, predictive modeling exercises.
- **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:** Diploma 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, R/Python labs).
 - 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.