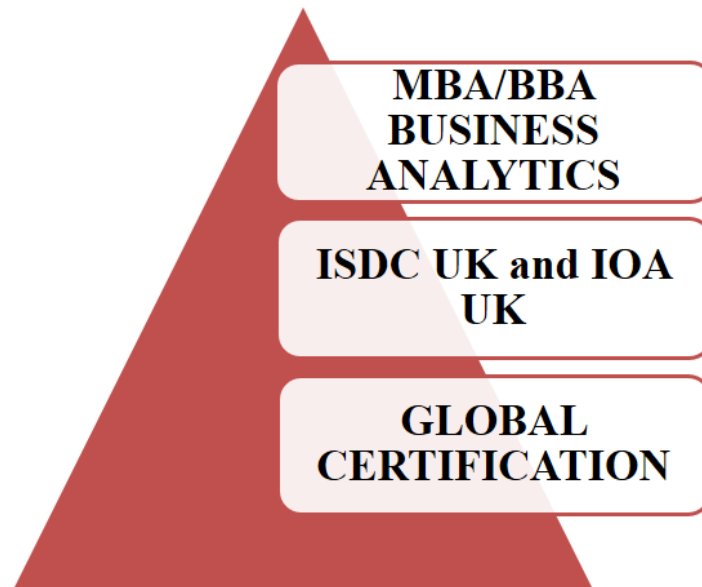**D Y Patil Deemed to be University- School of Management proudly announces its new programmes –**

1. BBA- Business Analytics
2. MBA- Business Analytics

Why DYPUSM????

DY Patil deemed to be University School of Management in collaboration with IOA UK and ISDC UK started BBA/MBA Business Analytics to prepare the students for decision making in a complex business environment.

Programme Highlights-

- Hands on training on Analytics modules from IOA
- Provides dual Qualification: Students who enroll for this course get a degree from the University plus Affiliate Membership from IOA, UK
- Provides blended learning from Industry and Professional Trainers from ISDC and IOA
- Course include Seminars, Power Packed Workshops, and Corporate Engagements.
- The qualification is recognized globally.
- Enhanced career opportunities across the globe

Modules covered-

BBA-BA-

Serial Number	Module Name	Focus on
1	Basic Math & Statistics	Building math & statistics foundation for understanding methods of analysis which are called algorithms
2	Excel Foundation	Learning Excel inbuilt functions for quick analysis and computation
3	SQL & DBMS Basics	Finding needed reports in tabular form from data warehouse
4	Introduction to R Programming	Basics of R Language
5	Introduction to Python Programming	Basics of Python Language
6	Business Statistics with R	Application of R Language for statistical analysis
7	Multivariate Data Analysis	Dealing data with more variables or columns
8	Data Visualization	For quick understanding of the available facts
9	Text Mining	Processing & analyzing data of words like marketing or audit reports and Social Media Analysis
10	Data Mining	Predictive models
11	Capstone Project with 2 quizzes	Based on real time data. Students will apply all learnt concepts and suggest solution. Quizzes will sharpen their understanding.

MBA-BA-

Serial Number	Module Name	Focus on
1	Data Wrangling using R	Data manipulation and Demystifying statistical concepts with R
2	Python Programming	Basics of Python Language including key libraries and building user defined functions
3	SQL & No-SQL	Learning basic and advance queries trough mySQL

4	SaS and Tableau	Basics of SaS and data visualization
5	Big Data Analytics	Apache Hadoop, MapReduce, Pig and Hive.
6	Social Media Analysis	Twitter, Facebook, WhatsApp analysis
7	Natural Language Processing	Chatbots and text analysis
8	Machine Learning & AI	Predictive and classification models
9	Cloud Computing	Basics of AWS and deployment
10	Capstone Project	Application of a comprehensive approach on a business problem

The modules will be delivered by industry experts who are highly qualified and experienced in the domain of Data Sciences..

Eligibility Criteria for Admission in BBA Business Analytics-
1) 12TH pass with minimum 45% of marks
2) Personal Interview

Eligibility Criteria for Admission in MBA Business Analytics-
1) Graduate pass with minimum 50% of marks
2) DYPCET- 50%
3) Personal Interview

Job profiles-

Designation	Description
Data Scientist	Using machine learning to build better predictive algorithms
Data Analyst	Analysing interesting trends found in the data
Data Architect	Applying feature transformations for machine learning models
Data Administrator	Integrating external or new datasets
Business Analyst	Creating visualizations ,Building APIs for data consumption