



· Registered with the Higher Education Commission (HEC)

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# **COURSE HIGHLIGHTS**

- Careers in Data Science is in a trending phase now due to enormity of data generation from web and mobile devices
- This programme is designed for students who wish to specialise in Business Analytics and tools
- This programme gives training to the students to handle business data, assimilate new information out of it and solve real world problems by using Data Analytics tools and software's
- This Master programme trains students to convert structured or unstructured data into useful insights that help in operational and strategic decision-making processes

## **CAREER OPPORTUNITIES**

**BUSINESS ANALYST** 

PLAINING AND LEAD ANALYST

**DATA MINER** 

**BIG DATA ANALYST** 

MANAGER - BUSINESS INTELLIGENCE

# **MODULES**

### Semester-1 (Total Credit 12)

- Python Programming
- Business Intelligence
- Business Research Methods

### Semester-2 (Total Credit 14)

- R Studio for Data Sciences
- Statistical Business Analytics
- Business Analytics Tools and Techniques

### Semester-3 (Total Credit 12)

- Data Mining and Analytics
- Governance, Risks and Compliance

#### Semester-4 (Total Credit 14)

• Predictive and Prescriptive Data Analytics

#### **Elective Modules (Total Credit 24)**

- Introduction to Block chain Technology
- Computer Vision and Image Analysis
- Robotics & Process Automation
- Introduction to Search Engine optimization
- Introduction to Digital Marketing

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