

WeSchool (Bengaluru)

PGDM - Research And Business Analytics.

Curriculum Structure:

Trimester 01	Trimester 02	Trimester 03
Economics For Managers	Business Research Methods & Marketing Research	Ethics & Governance In Data Science
Effective Business Communication	Perspective Management	Data Mining - Unsupervised Learning
Business Statistics	Advanced Business Statistics	Python
Excel With Macros & Spss (Workshop Mode)	Operations Research	Query Language - SQL
Marketing Management - Basics	Database Management	Practical's - Lab Session
Financial Accounting	Visual Analytics & Bi Reporting - Tableau	Selling & Negotiation Skills
Essentials Of World Class Operations	Cost & Management Accounting & Fundamentals Of BFSI	Fundamentals Of Financial Management
Oraganisation Behaviour	Essentials Of Supply Chain Management	GCL
	Human Resource Management	
	Business Design	
	GCL	

Trimester 04	Trimester 05	Trimester 06
Predictive Analytics	Data Mining-Supervised Learning	Deep Learning & Intro To Big Data
Summer Internship	Algorithms In Machine Learning	Capstone Project
Customer Relationship Management	Cognitive Technologies	
Digital Marketing	Fintech	
Marketing Analytics	Project In The Specialized Area	
Fundamentals Of Banking	Marketing Specialization	
Financial Risk Management	Applications Of Marketing Strategies	
Fraud And Risk Analytics	Securities Analysis & Portfolio Management	
Project Management	Cases In Operations Analytics	
Advanced Optimization Techniques	Managerial Counselling & Process Facilitation	
Operations Analytics		
Text Analytics		
Performance And Compensation Analytics		
HR Metrics And Analytics		
Retail		
E-commerce		
Wealth Management		
R Programming		
Capital Markets		