



CU Online

Discover. Learn. Empower.

Online BBA with specialisation in **BUSINESS ANALYTICS**

3 YEARS ONLINE DEGREE PROGRAM

In collaboration with **KPMG** in India

LEARN FROM ANYWHERE, LEARN TOP TOOLS LIKE



Excel

SPSS



python™



orange



Power BI



tableau



MySQL

FROM THE LEADERS IN BUSINESS ANALYTICS



CU Online

Discover. Learn. Empower.

Chandigarh University (CU) is a leading Indian Institution offering its students a unique amalgamation of professional and academic excellence.



#1 Private University in India

as per the QS Asia University Rankings 2026



A+ grade

by the National Assessment & Accreditation Council (NAAC)



Ranked amongst Top 5% institutions of India

for receiving NAAC A+ Rating



Ranked amongst the top 19 universities

in the NIRF Rankings 2025 released by the ministry of education, Government of India.



About **KPMG** IN INDIA

As part of one of the Big Four professional services firms, KPMG in India provides

- Risk
- Financial & Business Advisory
- Tax & Regulatory Services
- Internal Audit
- Corporate Governance Services

Additionally, KPMG in India provides integrated model-based software process improvement and assessment services to help organizations achieve business excellence.

In today's rapidly changing landscape of technological innovations, success is driven by continually improving processes and leveraging their effectiveness.

KPMG in India services help organizations prepare for this challenge and take steps towards achieving their goals.

KPMG in India has access to a global network of resources who possess the extensive professional experience to chart a value-added sustainable process improvement.

It is based on contemporary models and methodologies such as:

Software
Development

Business
Performance

Lifecycle &
Project

Management
Advisory
People

People
Management

Governance
& Value

Service
Management



PROGRAM Highlights



UGC/AICTE Approved Course

Rest easy with our UGC/AICTE approved course. Yes, all our courses are approved by UGC/AICTE. Your education will meet recognized standards and qualifications, enhancing your professional credentials and opening doors to opportunities in the industry.



Top-Notch Instructors

Learn from esteemed instructors hailing from both KPMG in India and Chandigarh University. Their extensive real-world expertise enhances your educational experience, offering invaluable insights that equip you for success in your selected field.



Personalized Guidance

Our mentorship program offers personalized support. Your assigned mentor will work closely with you, addressing your needs, providing guidance, & ensuring you receive the necessary assistance to excel in your studies.



Internship & Placement Assistance

We assist you with internship opportunities and provide dedicated support for placements. Our commitment to your success will help to jumpstart your career, ensuring you gain practical experience and find the perfect job placement.



Interactive Online Learning

Experience dynamic learning through live online classes. Engage with instructors and fellow students in real time, fostering a collaborative and enriching educational experience from the comfort of your own space.



Financial Assistance

We offer a range of financial assistance options to make your education more accessible, ensuring your financial situation won't limit your academic pursuits.

COURSE Eligibility

10+2 with 50% marks in aggregate or its equivalent examination in any stream conducted by a recognized Board / University / Council.

COURSE Curriculum

SEMESTER I

S.N	COURSE TITLE	CREDIT
1	Microeconomics	4
2	Management Principles & Org. Behaviour	4
3	Communication Skills	4
4	Intro to Business Analytics & Comp. programming (Edept)	4
5	Basic to Advance Excel (Edept)	4
TOTAL		20

SEMESTER II

S.N	COURSE TITLE	CREDIT
1	Macroeconomics	4
2	Human Resource Management	4
3	Business Mathematics & Statistics	4
4	Data Mining (Edept)	4
5	Intro to Programming - I (using Python) (Edept)	4
TOTAL		20

SEMESTER III

S.N	COURSE TITLE	CREDIT
1	Marketing Management	4
2	Research Methodology	4
3	Data Visualisation (Edept)	4
4	Database MANagement (Edept)	4
5	Introduction to Programming - II (using R) (Edept)	4
TOTAL		20

SEMESTER IV

S.N	COURSE TITLE	CREDIT
1	Operations Research	4
2	Commercial & Company Law	4
3	Social Media Analytics (Edept)	4
4	Business Modeling (Edept)	4
5	Predictive Analytics (Edept)	4
TOTAL		20

SEMESTER V

S.N	COURSE TITLE	CREDIT
1	Strategic Management	4
2	Business Environment	4
3	Big Data Analysis (Edept)	4
4	Machine Learning for Business (Unsupervised) (Edept)	4
5	Case Study / Mini Project (Edept)	8
TOTAL		24

SEMESTER VI

S.N	COURSE TITLE	CREDIT
1	Industrial Revolution & Labor Law	4
2	Dissertation I/ Capstone Project (Edept)	8
3	Time Series Forecasting (Edept)	4
4	Business Tools - SAS, SPSS, Orange 3 (Edept)	4
TOTAL		20
Cumulative Credits (3-Year BBA Program)		124



CAREER ORIENTED Placement Training



End-to-End Placement Support



Internship Support



Mock Interviews



Last Mile Training



Career Coaching Sessions



LinkedIn Masterclass



Resume Writing Workshops



Business Communication
& Soft Skills Workshop

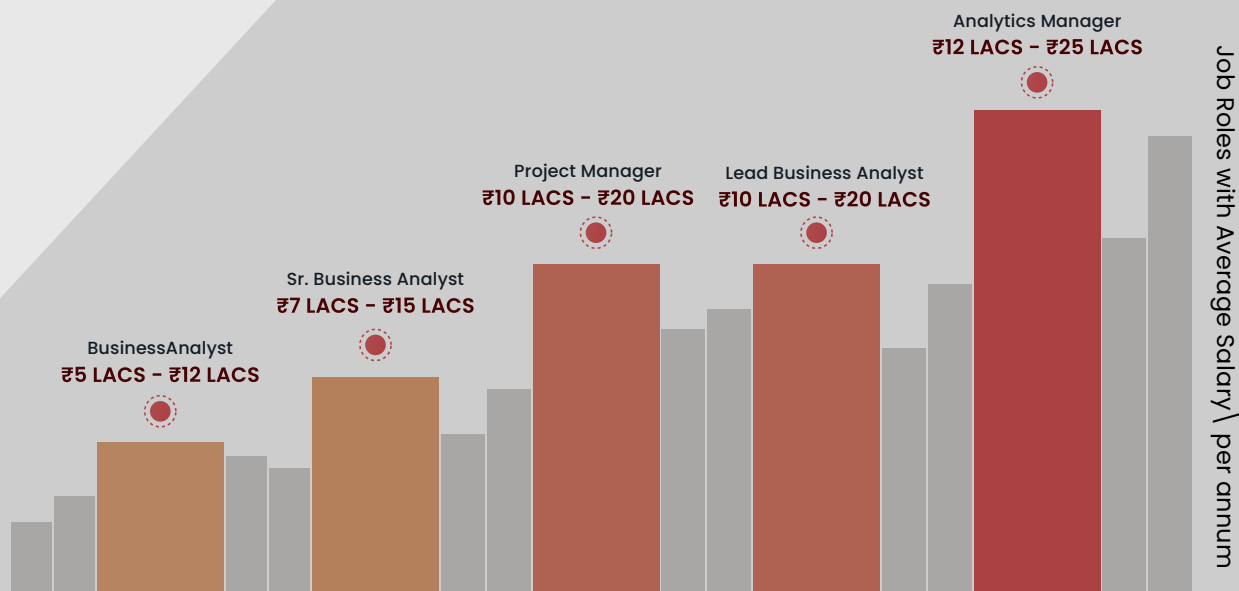


Webinars by Industry Experts

Future Scope of ANALYTICS

- By 2026, India is projected to have over 11 million job openings, according to LinkedIn.
- India is set to claim a significant 32% share of the global Big Data market, potentially generating \$20 billion by 2026, as reported by TOI.
- The field of data analysis and computer information research is anticipated to grow at an impressive rate of 22% from 2020 to 2030, triple the average profession's growth rate, according to LinkedIn.
- On a global scale, the demand for data analysts is expected to soar by a remarkable 2000% by 2026, as highlighted by TOI.

JOB Profiles



FACULTY



AMIT KUMAR
Assistant Manager
KPMG in India

With over 10 years of experience, Amit has track record of a defining and implementing Quality Management Systems for various organizations.

His core skills encompass –
Python programming for data analytics, Text Analytics, Data Visualizations with Tableau, Data Scraping and Wrangling, Exploratory Data Analysis (EDA), and Advanced Unstructured Data Analytics.



**DILIP
BALASUBRAMANIAN**
Consultant –
Business Excellence,
KPMG India

Dilip provides Data Analytics training to institutional, corporate, and public sector clients.

He also advises clients and conducts training programs in **R and Python Scripting for data analytics, Text Analytics, Data Visualizations using tools such as Tableau, R, Python, PowerBI, Data Scraping and Wrangling, Exploratory Data Analysis (EDA), and Advanced Unstructured Data Analytics.**



KAUSHIK SWAROOP
Analyst, Advisory
KPMG

Kaushik provides Data Analytics solutions as part of the Business Excellence practice at KPMG in India.

He has a track record of working on projects related to **Text Analytics, Marketing Analytics, Financial Analytics, and HR Analytics.** Proficient in tools like Python, R, Tableau, Power BI, and Excel, he excels in various Data Analysis techniques, including Predictive Modeling, Exploratory Data Analysis, Data Wrangling, and Unstructured Data Analytics.

FACULTY



VARSHA PAI K
Senior Consultant, Advisory
KPMG

A highly knowledgeable and skilled Learning and Development Specialist.

Varsha has excellent **interpersonal skills and strong abilities in designing, conducting, and implementing training and educational programs.**

She has superior **technical writing skills and thorough knowledge of Adult Learning Theory and best training program practices.**



CU Online
Discover. Learn. Empower.



Full Fees: ~~INR 1,90,000~~

INR 1,65,300

Scholarship INR 24,700 (10% Saving)

Contact now to know more



For Admission enquiry
+91 8956185179



admissions@cuidol.in