

GOA INSTITUTE OF MANAGEMENT



Learning Never Stops at GIM



Big Data Analytics

PGDM – BIG DATA ANALYTICS

PROGRAM GUIDE 2022-23

About Goa Institute of Management

Goa Institute of Management is among the top premier B-schools of the country, with a rich legacy of 28 years. Nestled amid the Western Ghats, the setting of the campus is picturesque and serene, offering students and faculty an ideal environment for gathering and imparting knowledge. The state-of-the-art infrastructure and facilities ensure that students are abreast with the industry standards and the faculty are enabled to impart knowledge in a nurturing environment.

GIM is a completely student-driven campus offering 28 clubs and societies that act as a platform where they can apply their classroom learning in a practical setting which ultimately benefits the students immensely when they finally step into the corporate world. Life at GIM is bubbling with creative energy, collaborative effort, and pure joy.

PGDM - BIG DATA ANALYTICS

Since its inception in 2018, the PGDM-Big Data Analytics course has made a significant mark in the corporate world in just four years. It has also been acclaimed as one of the pioneering courses for analytics in the country by reputed corporate bodies. With a strong vision of creating data-savvy management professionals, the course is a unique amalgamation of management and analytics subjects that ultimately manifests in students as new-age skill sets that differentiate them from the lot by equipping them with business acumen as well as data fluency. The course offers a distinctive 5-months internship program helping students gain hands-on industrial experience. Since its inception, the program has achieved a stellar record of 100% placements for all batches.

The experienced faculty offer a purview that acts as an incubation chamber for students where they learn and ultimately come out as future-ready managers.

A complete student-driven campus offering

28 clubs

and societies that act as a platform where they can apply their classroom learning in a practical setting which ultimately benefits the students

COURSE STRUCTURE

Induction (Preparatory Courses)

Statistics

Introduction to Python

Introduction to Advanced Excel

Introduction to DBMS

**Reading and Analyzing
Case Studies**

**Introduction to Business
Research Method**

TERM I

Statistics for Analytics

Business Economics - Micro

Managerial Accounting

Programming for Analytics

**Data Preparation,
Integration & Querying**

**Introduction to Big Data
Ecosystem**

**Data Visualization using
Tableau and Power BI**

TERM II

**Predictive & Prescriptive
Analytics**

**Big Data Lab
(Hadoop, Hive, Pig, Spark)**

Marketing Management

Finance for Managers

**Mathematical Models for
Management Decisions**

**Advanced Programming for
Analytics**

**Social Responsibility and
Action**

TERM III

Machine Learning

Strategic Analytics

Story Telling using Data

**Production & Operations
Management**

**Managing People in
Organizations**

Design Thinking

Text Analytics

Business Economics – Macro

Analytics Services for Goa

COURSE STRUCTURE

TERM IV

Summer Internship Program
1st April to 31st August
(5 months)

TERM V

Ethics and Governance in Big Data

Capstone Business Simulation

Deep Learning

Electives
(Elective 1, Elective 2,
Elective 3, Elective 4)

TERM VI

IoT, Cloud and Cyber Security

Blockchain for Business

Electives
(Elective 1, Elective 2,
Elective 3, Elective 4,
Elective 5)

List of Electives for Term V and Term VI

Marketing	Finance	HR & Operations	Public Sector
Analytics for Pricing and Revenue	Credit Risks Analytics	Advanced HR Analytics	Energy Analytics
Business Model Innovation	Financial Analytics	Manufacturing Analytics	Healthcare Analytics
Customer Analytics	Financial Derivatives	Modeling in Operations Management	Public Policy Analytics
Marketing Analytics	Financial Econometrics	Process Analytics	Sports Analytics
Marketing Optimization Models	Fraud Detection in Banking and Insurance	Supply Chain Analytics	Advanced Analytics
Platform Business	Insurance Analytics	Transportation Analytics	Analytics Project Management
Retail Analytics	Spreadsheet Modeling for Financial Decisions		Artificial Intelligence (AI) for Managers
Sales Analytics	Valuation Analytics		Digital Transformation
Web and Social Media Analytics			Robotic Process Automation

Batch Overview & Details

102

Total
number of
students



Male

77



Female

25

Work Experience

Freshers



42%

0-2 years



27%

2-3 years



21%

3+ years



10%

Student Education Background

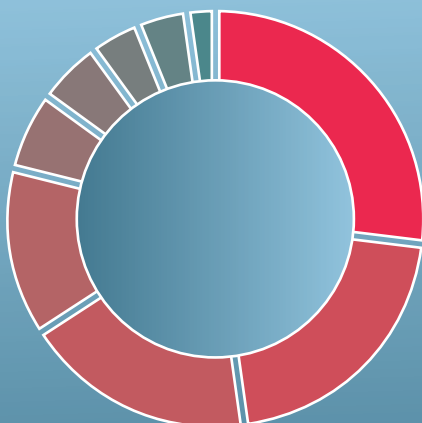
80%
Engineering

13%
Science

5%
Commerce
and
Management

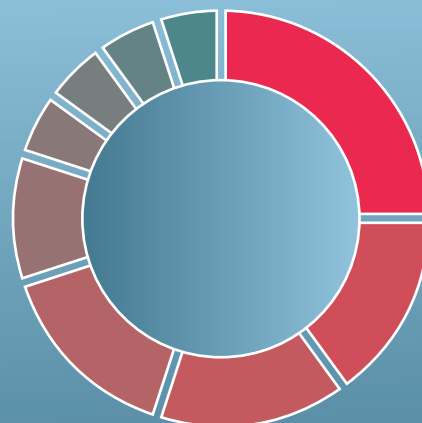
2%
Arts

Engineer



Computer	27%
Mechanical	21%
E & C	18%
IT	13%
Electronics	6%
Other	5%
Civil	4%
Chemical	4%
Automobile	2%

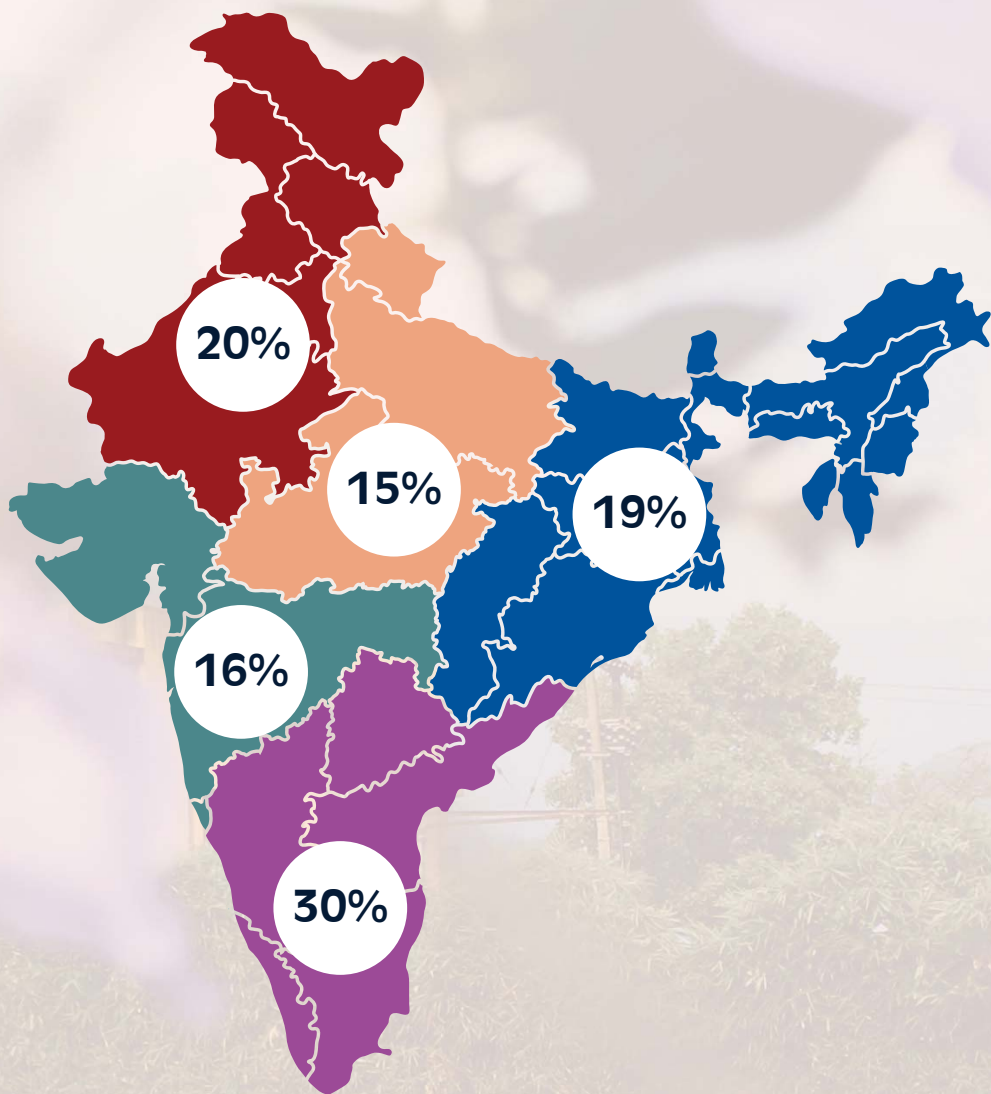
Non-Engineer



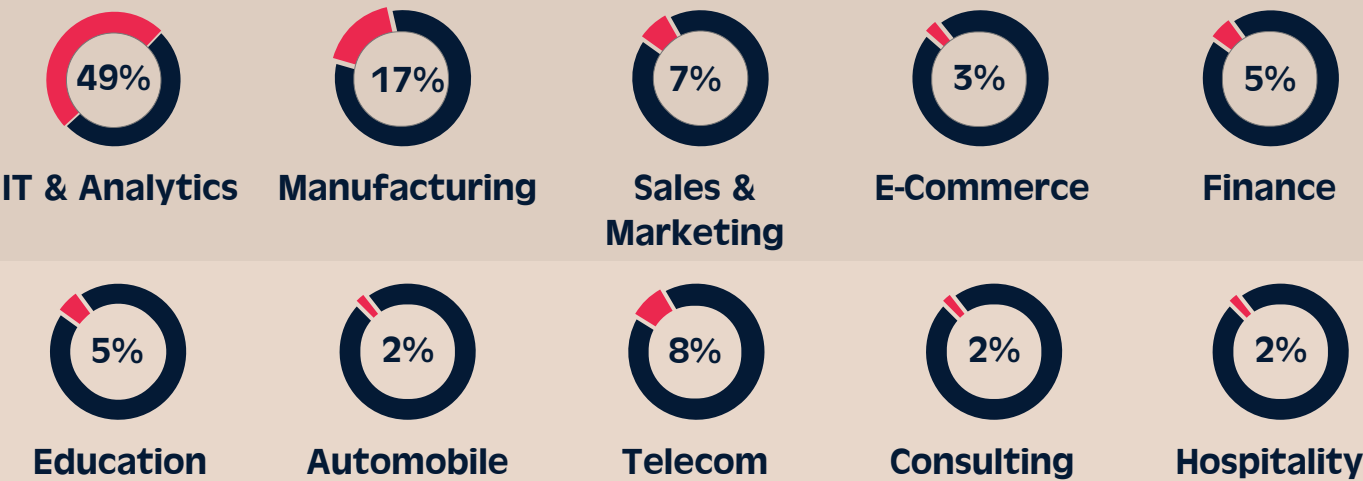
Computer	25%
Accounts	15%
Mathematics	15%
Physics	15%
Statistics	10%
General	5%
Sociology	5%
Economics	5%
Management Science	5%

Batch Overview and Details

Geographical Diversity



Professional Background



Our Reputed Recruiters

Placement Highlights

Average
CTC
12.8 LPA

Highest
CTC
30.2 LPA





Median
CTC
11.6 LPA

Average
Stipend*
2.2 L

Highest
Stipend*
6.0 L

Median
Stipend*
2.0 L

Placement Timeline

JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
		Pre Placement Talk								
		Summer Placement Process								
			Final Placement Process							
PPO Roll Out										
<div>   Campus Connect   </div>										

* for five months

Placement Coordinators 2022-23



Left to Right Standing: Darshan Desai, Abhiuday Bani Gupta, Laxman Bist, Nihar Shah, Sumeet Lohar
Left to Right Sitting: Harshada Halarnkar, Shiksha, Akhila Ganesh

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