

Think
Global.
Think
JAGSoM.



AACSB
ACCREDITED

PGDM DATA SCIENCE AND BUSINESS ANALYTICS

Transform Your Future: Where Data Meets Business Brilliance!



jagsomx.com

Powered by keep learning

PGDM DATA SCIENCE AND BUSINESS ANALYTICS

About the Program

The PGDM in Data Science and Business Analytics is a cutting-edge online degree from an AACSB-accredited, AICTE-approved, and QS World-ranked institution. Designed for early-career professionals and recent graduates, this program offers a world-class learning experience through live online sessions from a state-of-the-art virtual studio.

With specialized tracks in Data Science and Business Analytics, our curriculum addresses industry needs and prepares learners for high-impact roles in the data-driven landscape.



Contents.

- 04** About JAGSoM
- 06** Global Leadership
- 08** Global Curriculum & Pedagogy
- 09** World Class Faculty
- 10** PGDM Data Science and Business Analytics
 - Term Breakdown & Courses
 - Career Opportunities
 - What Sets It Apart
- 18** Industry Connect & Placements
- 21** Admission Selection Process & Eligibility
- 22** Program Fees

About JAGSoM

Jagdish Sheth School of Management (JAGSoM), formerly IFIM Business School, was established in 1995 and rebranded in 2020 to honor Professor Jagdish Sheth. It is one of only 15 AACSB-accredited business schools in India, featured in the QS Global Rankings, and is known for its emphasis on developing T-shaped professionals with both depth and breadth in business skills.

Led by a diverse Board of Governors, JAGSoM offers programs aimed at producing innovative, globally minded leaders. The school has two campuses—Bangalore and Greater Mumbai—leveraging industry connections for enhanced learning. JAGSoM is highly ranked nationally for Future Orientation (All-India #9) and Learning Experience (All-India #7) by Business Today – MDRA, and is ranked #10 among private business schools by Education World India

QS GLOBAL RANKING

101+ Rank for PGDM Marketing & Business Analytics.

151+ Rank for PGDM Finance

BT BUSINESS TODAY

7th Rank in Learning Experience

9th Rank for Future Orientation

10th Ranked 10th in Private Business Schools

6th AACSB accredited Business School in India

10th Rank among Private Business Schools in India*

“

If you take a grain of wheat and make a loaf of bread, the value add is three times. If you take a rough diamond and polish it, a good diamond cutter creates ten to fifteen times its value. However, if you take a human being, mentor, and nurture him or her, the value add is infinite. There is no resource as powerful as human resource.

As India becomes a global powerhouse, it will become increasingly necessary for management schools to meet or exceed global benchmarks, global accreditations and global recognitions. In that context, our vision is that we want JAGSOM to be a globally admired and recognized Business School. At JAGSOM, we have a global mindset with global perspective.



Dr. Jagdish Sheth

Padma Bhushan Awardee. Chairman, JAGSoM.
Charles H. Kellstadt Professor of Marketing
at the Goizueta Business School of Emory
University, USA

Board of Governors



Dr. Jagdish Sheth

Charles H. Kellstadt Professor of Marketing at the Goizueta Business School of Emory University, USA & Chairman, JAGSoM, India



Prof. A. Parasuraman

Pro-Chancellor, Vijaybhoomi University | International Scholar in Residence



Dr. Atish Chattopadhyay

Director, JAGSoM and Vice Chancellor, Vijaybhoomi University



Prof. Rakesh Mediratta

Joint Director, JAGSoM



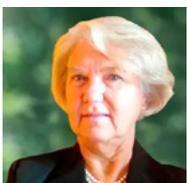
Dr. R Ravi Kumar

Former Professor, IIM Bangalore & Representative of AICTE



Mr. Benjamin Stevenin

President – ACADEM / RimaOne, France

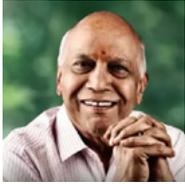


Dr. Eileen Peacock

Executive Dean of the Graduate School of Management, BRAC University, Bangladesh

**Mr. Mike Shah**

President & CEO, Nightingale Empowerment Foundation,
M S Enterprises, Bangalore, India

**Dr. V A Sastry**

Founder & Director, MUSA Software Engineering,
Bangalore, India

**Mr. Sudhir Sethi**

Founder & Chairman of Chiratae Ventures India Advisors, India

**Professor TAN Chin**

Professor of Marketing, Lee Kong Chian School of Business & Senior
Advisor to President, Singapore Management University, Singapore

**Dr. Richard D Phillips**

Dean, J. Mack Robinson College of Business,
Georgia State University, USA

**Mr. Vikas Gupta**

Managing Director, Wiley, India

**Mr. Sanjay Padode**

Founding President – Vijaybhoomi University & Chairman –
Centre for Developmental Education, India

Globally Recognised Curriculum and Pedagogy

JAGSoM's award winning curriculum and pedagogy, focused on creating new-age roles in new-age industries, involves an optimal mix of core courses, majors and minors, along with 'practice' courses to transform students to T-shaped professionals, and has earned various accolades on the international stage like the AACSB innovations that inspire.

Our curriculum and pedagogy rides on the following 4 pillars:



Pedagogy of Learning & Solving:

Faculty from international partner schools and in-house faculty together mentor groups of participants to solve real-life business challenges.



Personality Enhancement Program:

A life-skill and lifestyle-oriented program that addresses issues of wellness and essential skills, like communication, negotiation, and cross-cultural orientation.



Research Incubation:

Students learn business research methodology, receive faculty mentoring, and gain practitioner input to develop projects that result in publishable research papers or business ventures.



Design Thinking & Innovation Incubation:

Cultivating an entrepreneurial mindset to equip students to solve business challenges with creativity and innovation.

Some of our World Class Faculty

To view our entire faculty, visit our [website](#).



Dr. Arindam Ghosh
Associate Professor



Dr. Chandrashekar Subramanyam
Senior Professor



Dr. Dakshinamurthy V Kolluru
Professor



Dr. Madhuri Prabhala
Assistant Professor



Dr. Sayan Chowdhury
Assistant Professor



Dr. Sridhar Pappu
Professor



Dr. Sundar Raj Vijayanagar
Professor



Dr. Supriyo Ghose
Professor &
Chairperson, Digital
Business & Analytics



Dr. Tuhin Chattopadhyay
Professor



Dr. Venkatesh Sunkad
Professor

GLOBALLY ACCREDITED AND RANKED

PGDM Data Science and Business Analytics

📅 24 Months · 7 Terms 💰 INR 5,95,000

The PGDM in Data Science and Business Analytics is a cutting-edge online degree, designed for early-career professionals and recent graduates, this program offers a world-class learning experience through live online sessions from a state-of-the-art virtual studio.

With specialized tracks in Data Science and Business Analytics, our curriculum addresses industry needs and prepares learners for high-impact roles in the data-driven landscape.

SUITABLE FOR

Freshers and professionals with 1 - 5 years of work experience.

101+ BAND

PGDM
ANALYTICSQS WORLD
UNIVERSITY
RANKINGS

2023



WHAT YOU WILL LEARN



Foundation Courses:

Basics of programming, statistics for data science, and data visualization.



Core Courses:

Advanced machine learning, predictive analytics, data mining, and deep learning.



Specialized Electives:

Focus on AI for business, data governance, and cloud computing.

Program Highlights:

- ✓ **Emerging Technology:**
Gain expertise in Artificial Intelligence, Machine Learning, Generative AI, and their business applications.
- ✓ **Career Pathways:**
Prepare for roles like Business Analyst, Decision Scientist, Machine Learning Specialist, Market Research Analyst, and Project Manager.
- ✓ **Analytics & Data Specializations:**
Tailored for careers in Data Science & Business Analytics across industries.
- ✓ **Experiential Learning:**
Real-world problem-solving through data-driven projects, internships, and industry collaboration.
- ✓ **Global Recognition & Accreditation:**
JAGSoM's PGDM Data Science and Business Analytics program is QS-ranked and AACSB-accredited, ensuring international standards.
- ✓ **Advanced Analytical Training:**
Develop skills in data analysis, machine learning, AI, and big data tools with guidance from industry experts.

ACCREDITED BY





Keep Learning Immersive Classroom: Redefining Online Learning

- **Immersive & Engaging Learning:** Facilitates real-time interactions, bringing learners and instructors closer than ever.
- **Innovative Technology:** Recreates the energy of traditional classrooms using advanced production studios and interactive tools.
- **Global Accessibility:** Participate from anywhere, contributing to meaningful discussions and case studies.
- **Seamless Support:** End-to-end technical and delivery expertise ensures every session is smooth and successful.
- **World-Class Design:** Built to reflect the collaborative spirit and intellectual rigor of leading educational institutions.

Term Breakdown and Courses:

TERM	COURSE	CREDIT
TERM 01	Introduction to Digital Business	03
	Managerial Decision Making	03
	Management Accounting	02
	Corporate Finance	03
	Human Capital Management	03
	Proficiency in Business Tools - I	01
	Lifeskills Level 0	02
	Lifestyle Level 0	01
Total Credits:		18
TERM 02	Financial Accounting & Financial Statement Analysis	03
	Organizational Behaviour	03
	Marketing Management	03
	Operations Management	03
	Design Thinking	02
	Lifestyle Level 1	01
	Proficiency in Business Tools - II	01
	Lifeskills Level 1	02
Total Credits:		18

TERM	COURSE	TYPE	CREDIT
TERM 03	Business Environment		02
	Coding with R and Python		03
	Decision Making Science		03
	Lifeskills Level 2		01
	Proficiency in Business Tools - III		01
	Research Incubation		01
	Effective Execution		01
	Lifeskills Level 2		01
	Social Immersion Program		05
Total Credits:			18

TERM 04	Business Economics		03
	Business Strategy & Simulations		03
	Artificial Intelligence and Machine Learning		03
	Quantitative Techniques in Management		03
	Lifeskills Level 3		01
	Lifestyles Level 3		01
	Research Incubation		02
	Effective Execution		02
	Total Credits:		

TERM	COURSE	TYPE	CREDIT
TERM 05	Business Data Visualization		03
	Data Management Systems & Data Engineering		03
	Project Management		03
	Business Forecasting		03
	Business Requirement Analysis		03
Choose any 4 courses		Total Credits:	12

TERM 06	Marketing Analytics		03
	Financial Analytics		03
	Human Resource Analytics		03
	Unstructured Data Analytics		03
	Big Data Analytics in Cloud		03
	Prescriptive Analytics through Optimization		03
Choose any 3 courses		Total Credits:	09

TERM 07	Industry Internship Program		09
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Note: The term-wise courses are indicative and may vary. Refer to the official academic guide for the most up-to-date information.

SUMMARY	CORES		ELECTIVES		PRACTICE		TOTAL CREDITS
	36	+	33	+	33	=	102

Career Opportunities

Graduates of this program are well-equipped to pursue a variety of exciting roles in the data and analytics field, including:

Product Analyst

Analyze product performance and user data to guide product strategies.

Fresher: ₹5 - ₹9 LPA
Experienced: ₹9 - ₹15 LPA

Fresher: ₹5 - ₹8 LPA
Experienced: ₹8 - ₹14 LPA

Customer Insights Analyst

Decode customer behavior and trends to inform business decisions.

Data Engineer

Assess financial and operational risks to support strategic decisions.

Fresher: ₹5 - ₹9 LPA
Experienced: ₹9 - ₹18 LPA

Fresher: ₹6 - ₹10 LPA
Experienced: ₹10 - ₹18 LPA

Data Engineer

Design and maintain data infrastructure for analytics.

Quantitative Analyst

Use mathematical models to predict financial trends.

Fresher: ₹6 - ₹10 LPA
Experienced: ₹10 - ₹18 LPA

Fresher: ₹5 - ₹8 LPA
Experienced: ₹8 - ₹15 LPA

Pricing Analyst

Evaluate pricing strategies to maximize profitability.

WHAT SETS IT APART

- 1. Global Recognition** Earn a degree from a QS World-ranked institution with AACSB accreditation.

- 2. Career-Focused Curriculum** Choose from high-demand specializations to enhance your career trajectory.

- 3. Career Support** Access extensive career services, a digital library, and industry-aligned projects.

- 4. Top-Notch Faculty** Learn from distinguished faculty and industry experts.

- 5. Same Degree as Full-Time Students** Receive an PGDM degree identical to that of full-time students.

- 6. Digital Resources** Comprehensive digital library and use cases.

- 7. Innovative Learning Experience** Engage in live, interactive sessions designed for optimal online learning.

- 8. Peer Networking** Connect with a diverse group of professionals and alumni.



**JAGDISH SHETH
SCHOOL OF
MANAGEMENT**

AACSB Accredited, Formerly IFIM Business School



**AACSB
ACCREDITED**

ACCREDITED

Industry Connect & Placements

Students have found roles as Functional Consultants, Business Analysts, Market Research Analysts, Data Analysts, Digital Marketing & Social Media Analysts, Marketing Analysts, Financial Analysts, Financial Modelling across IT & ITES, Financial Services, Automotive, Banking, and Manufacturing sectors, among other sectors.

RECRUITING COMPANIES

Deloitte.



FEDERAL BANK
YOUR PERFECT BANKING PARTNER

Cognizant

ORACLE



 Grant Thornton



BNY



**Schneider
Electric**

**Tech
Mahindra**

meritto
formerly NePaperForms



pwc



Schindler

Highest Salary stood at:

**USD 103,500
(INR 85 Lakhs)**

Top Recruits include:

**Fortune 500
companies**

No of Recruiters:

70+

NOTABLE ALUMNI



Amarjeet Singh
Executive Director CPG
and IFM India Lead



Binto Augustine
Vice President



Simant Arun
General Manager



Pankaj Purohit
Director – Head of Data
Center Finance



Abijit Shanker
Head of Change
Management CoE



Kiran Kumar
Sr. Director APAC–Sales
Enablement



“

JAGSoM has awesome faculties especially in the field of Analytics & Data Science. It's PGDM programme had really helped me nurture my true potential connecting the dots between business and technology.



Abhishek Mukherjee
Associate VP - Deloitte

I have learnt a lot from JAGSoM business school. This college teaches us various things that we can adapt in our work and make more productive things! I would definitely recommend PGDM course for working professionals so that they can grow vertically in organisation and become more productive!



Swetha Sree
Automation Engineer, Buhler India Pvt. Ltd

The curriculum is very well crafted. The assignment helps to learn but sometimes become bit tough and hectic for working professionals. The best part is if someone wants to learn this would be the best course to attend. The facilities make the course very interactive and reachable for any doubts.



Arnab Mitra, Manager
Flipkart Internet Pvt. Ltd

”

Eligibility & Admission Selection Process (ASP)

APPLICATION PROCESS

- 1 Submit the online application form.
- 2 Provide academic transcripts and work experience details.
- 3 Complete a personal interview with the admissions panel.
- 4 Receive admission confirmation and complete payment for enrolment.

ELIGIBILITY
CRITERIA

- ✓ UG degree from a recognized institution with a minimum of 50% marks.
- ✓ Appearing in AICTE recognized entrance tests.

ASP STEPS

Personal Interview

For more information and to get started with your application, visit our website: jagsomx.com

Program Fees

FEE DETAILS		
Application Fees		INR 1,000
Non-Refundable		
Registration Fees		INR 24,000
Within 10 days of Receipt of the offer		
1st Installment		INR 1,75,000
Before commencement of the 1st term		
2nd Installment		INR 2,00,000
Before commencement of 3rd term		
3rd Installment		INR 1,95,000
Before commencement of 6th term		
Total Fees		INR 5,95,000

SCHOLARSHIPS

Scholarships may be awarded to deserving candidates.

POSTPONEMENT POLICY

Postponement to the next cohort after paying registration fees is allowed once (maximum one-time deferment).

REFUND POLICY

Cancellation after registration: Refund of INR 24,000
 Atleast before 10 days of class commencement

Cancellation after class commencement of the first term: No refund on the 1st instalment

Cancellation before class commencement of first term: 50% refund on the 1st instalment

Shaping the Future of Education

At keeplearning.live, we work with leading higher education institutions to deliver programs that inspire growth, foster innovation, and empower success.

Our focus on cutting-edge delivery methods and learner-centered pedagogy ensures an unmatched educational experience.

WHY CHOOSE KEEPLEARNING.LIVE?

01

Excellence in Educational Delivery

Our programs are designed and delivered with precision, leveraging advanced teaching methodologies to create impactful learning experiences for every participant.

02

Research-Driven Learning

We continuously invest in researching the latest pedagogical techniques to ensure our programs meet the evolving needs of modern learners and keep pace with global education standards.

03

Programs for Every Learner

We serve learners across all stages of their journey, tailoring programs to meet their unique goals:

- **Students:** Lay a strong foundation for future success with our expertly crafted programs.
- **Professionals:** Enhance your skills and credentials to stay competitive in a dynamic world.
- **Senior Leaders:** Gain insights and connections through executive-focused learning experiences.

At keeplearning.live, we are committed to delivering education that matters, leveraging our expertise in pedagogy and our dedication to learner success. Visit us at www.keeplearning.live



Making you global ready is our business.

jagsomx.com · [+91 7090900042](tel:+917090900042) · info@jagsomx.com

BENGALURU CAMPUS

KIADB Industrial Area 8 P & 9 P, Infosys
Drive, Electronics City Phase 1, Bengaluru,
Karnataka - 560100

MUMBAI CAMPUS

Vijaybhoomi University, Greater Mumbai
Jamrung, Tehsil - Karjat, District - Raigad,
Maharashtra - 410201



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