

# Post Graduate Certificate Program in Data Science and Business Analytics (DSBA)

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**DSBA Batch 02 (February 2023)**



**INDIAN INSTITUTE OF MANAGEMENT AMRITSAR**

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## **1. STRUCTURE OF THE PROGRAM**

The duration of the DSBA program is approximately 11 months with 200 contact hours. The program is structured around the concept of Modules as shown in the Table 1. There is a total of six modules that include five core and one application module. The program also includes a capstone project that the participants must complete by the end of the program. The module-wise details related to the topics covered, number of sessions allocated and faculty names will be shared with the participants separately. The sessions will be conducted during the weekends and each session will have a duration of 75 minutes.

## **2. EVALUATION SCHEME**

### **2.1 Rules and Regulations**

- a. Use of any unfair means in examinations will be treated as a serious disciplinary offense, and the participant will be debarred from writing the examination. It can also lead to other disciplinary action(s), including expulsion from the Program.
- b. Participants must strictly abide by all the instructions given by invigilators and must interact with invigilators respectfully. Invigilators have been authorized to summarily disqualify any participant who is found violating or not complying with any of these instructions, or resorting to any unfair means, or obstructing the smooth conduct of the examination(s) in any manner.
- c. All sources of data, information, or ideas used for completion of the assignments and projects must be explicitly acknowledged. Failure to acknowledge and cite the sources of data, information, or ideas would constitute acts of plagiarism.
- d. Academic dishonesty in any form including plagiarism will lead to severe penalties. For any instance of academic dishonesty/malpractice of a lesser or a more substantial magnitude, “zero” score will be given as the minimum punishment. The punishment may also include suspension or expulsion from the Program.

### **2.2 Marking System**

The evaluation scheme for the DSBA program will include the following:

1. Each Module will have two components for evaluation:
  - a. Group Assignment/Class Participation (CP) and
  - b. End-of-Module (EOM) Quiz.

The weightages for these components for each module and for the module itself are described in Table 1.

2. At the end of each module, the participants will receive a score out of 50 (20 from assignment/CP and 30 from EOM quiz) based on their academic performance in the module. The final adjusted score for the module will be obtained after considering the participant's attendance record in the module (See Section 4).
3. For the capstone project as well, the participants will receive a score out of 50. The evaluation will be based on 3-stages of presentations towards the end of the program and a final project report. An evaluation committee of 2-3 faculty members will be formed to evaluate the projects. Detailed guidelines on the Capstone Project will be shared separately.

**Table 1: Weightage criteria of Modules**

Sl. No	Module	Weightage (%)		
		Assignment	Exam	Total
1.	Descriptive Analytics	40	60	10
2.	Predictive Analytics and Forecasting	40	60	10
3.	Artificial Intelligence, Machine Learning, and Deep Learning	40	60	10
4.	Database Management, Big Data and Social Media Analytics	40	60	10
5.	Prescriptive Analytics	40	60	10
6.	Application Module	40	60	10
7.	Capstone Project	-	-	40
<b>Total</b>				<b>100</b>

4. The final composite score upon 50 will be calculated based on the final scores obtained in each module and the module weightages as per Table 1.
5. The assignment/CP score of participants submitted by the faculty for each module will be treated as final. However, in case of any grievance on the awarded score, a participant may submit a written request to the EE office within a week after the announcement of the results.
6. Participants are cautioned not to send any emails or personally approach the faculty, teaching/ secretarial assistants requesting them for change in the score. Such actions will be viewed seriously, and appropriate disciplinary action will be initiated against concerned participants.

### 2.3 Types of certificate

The final certificate of completion for the Post Graduate Certificate Program in Data Science and Business Analytics will have the following four categories:

- Excellent

- Very Good
- Good
- Satisfactory

The type of certificate awarded will be based on the composite score received by the participants as per Table 4.

**Table 4: Type of Certificates**

<b>Final Composite Score*</b>	<b>Type of Certificate</b>
41 to 50	Excellent
31 to 40	Very Good
21 to 30	Good
11 to 20	Satisfactory
less than 11	No Certificate

\*Rounded to whole number

## **2.4 Communication of Scores**

1. The component scores for each module will be communicated to the participants within two weeks after the EOM quiz.
2. Scores submitted to the EE Office are treated as final. Changes, if any, will be permitted only with the mutual consent of the concerned faculty and the Program Director. Such a change is usually expected to be communicated within seven days of the submission of scores to the Office.
3. The score given by a faculty on any component of evaluation are final. The faculty will not be called upon to justify the score. A participant who wants clarification of his/her score may discuss with the faculty within a week after receiving the scores. Any grievance regarding scores, if not resolved through discussion with the faculty, may be referred only to the Program Director.
4. The scores of a participant are not communicated to any other person or organization without the written consent of the participant.
5. Except in cases as mentioned above, canvassing for an increase of scores on the part of the participants is strongly discouraged. Doing so may invite severe penalties including, but not limited to, a "zero" score for the module.
6. Participants should keep track of their scores through appropriate modes of contact/inquiry. The EE Office will not be responsible for any consequences arising out of a failure on the part of the participants in this regard.

### **3. ELIGIBILITY FOR AWARDING CERTIFICATE**

A participant will be eligible for the award of certificate for the DSBA Program from IIM Amritsar only if he/she satisfies the following criteria at the end of the program:

- Obtains a composite score of at least 11.
- Does not have any outstanding financial liabilities with the Institute
- Submission of 'No Dues Certificate (NDC)' within the period announced by the EE Office. Participants are also required to submit an NDC in case of withdrawal or being terminated from the program. The form is available with the EE office. The EE office will certify and issue the NDC.

No requests/appeals for improvement of score obtained through repetition of Module, will be entertained from any participant under any circumstances.

Participants who are not eligible for the certificate will be issued a letter informing them of the decision. A participant may appeal against the decision or request for repeating the program to the Program Director. The Program Director will examine each case of low participant performance. The decision of the Program Director in consultation with the Dean (Academics and Programs) on the issue will be communicated to the participant. The final appealing authority will be the Director. The decision of the Director on the issue will be binding and conclusive.

### **4. MAINTENANCE OF ATTENDANCE**

Classroom and peer learning are essential elements in the DSBA program and the participants are expected to attend all sessions for the entire duration of the class. They are also expected to come prepared for all the sessions.

- a. Participants are required to maintain a minimum of 80% attendance in all modules individually. The number of sessions will be rounded up wherever we get fractional values for 80%. If the attendance of any participant is below 80% in a module, there will be a reduction in the participant's score in that module by the same amount by which the attendance percentage is below the minimum required attendance percentage (80%). However, the minimum score in a module cannot be less than 0.
- b. For example: If a participant scored 35/50 in a module and his/her attendance is 70% in that module, then, since his/her attendance is 10% less than the minimum required attendance of 80%, the final score in the module will be reduced by 10. In this case the final module score will be calculated as:  $(35 - 10) = 25$ .

- c. If the attendance in a module is below 50% the participant will be given zero score in that particular module.
- d. For online classes, participants have to login through their registered email id. They need to log in at least 5 minutes before the class start time and should attend the entire session with their videos on. They are required to be present during the entire time of the session and not part of the session without explicit permission. Attendance will be given for the entire duration of the session and not part of the session. The faculty has sole discretion to award or cancel the attendance of participants and his/her decision is binding on both office and the participants.
- e. The EE Office will maintain the attendance record for each participant. These records are authentic. Participants are hereby advised to check their attendance status weekly. Any attendance issues should be brought to the notice of the Office within 7 days of attendance disclosure. EE Office will investigate and redress the issue.
- f. It is the responsibility of the participants to maintain their attendance and their performance throughout the duration of the program.

## **5. MODULE FEEDBACK**

Just as participants need feedback to improve their performance, faculty also need and value feedback on course content and delivery to continuously improve their performance. The Institute and faculty take participant feedback very seriously.

Participants are encouraged to give honest, specific, and constructive feedback that will help faculty members to improve their course content and delivery. Participants are requested to give feedback based on their learning experience. Specific feedback will help the faculty in identifying areas for improvement and develop an action plan to address those areas.

All participants are required to complete the feedback form communicated to them for each faculty and in each module before they sit for the EOM quiz.

Participant feedbacks are confidential. The participants' identities are not disclosed. A participant's feedback will not have any impact on his/her evaluation in the program.