



THIAGARAJAR
SCHOOL OF MANAGEMENT

(AUTONOMOUS)
MADURAI, TAMIL NADU

RE-ACCREDITED BY NAAC WITH A+ GRADE

APPROVED BY MADURAI KAMARAJ UNIVERSITY



PGD-DSBA

**POST GRADUATE DIPLOMA IN DATA SCIENCE
& BUSINESS ANALYTICS**

A ONE YEAR PROGRAM FOR WORKING PROFESSIONAL

BATCH 5

INTEGRATED WITH GENERATIVE AI

(HYBRID MODE)

Upskill your Career!



**ADMISSION
OPEN 2026**

☎ 86818 18034 | 93429 04266

🌐 www.tsm.ac.in ✉ admission@tsm.ac.in

PGD-DSBA

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DIPLOMA IN DATA SCIENCE
& BUSINESS ANALYTICS

ADMISSION OPEN
2026

PROGRAM HIGHLIGHTS



One Year
Weekend Programme



300
Learning hours



50+ Hours
of Mentorship



10+ Projects
and Assignments



1 Capstone
Project



Get mentorship
support from professors
and industry experts



Placement
Assistance

WHO CAN PURSUE THIS PROGRAM

- Professionals with a strong desire to shift their career in data science and business analytics
- Graduates who have great passion towards making career in analytics

JOB OPPORTUNITIES

- Data Scientist
 - Business Analyst
 - Data Science Manager
 - Data Architect
- In top MNC's with attractive packages

PROGRAM MODE

- Class Room
- Hybrid



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SIGNIFICANCE OF THE PROGRAM

- USD 182.1 billion – Expected market size of the analytics industry by 2028, growing from the current market size of USD 62.5 billion at a CAGR of 24%.
- 11 million jobs – The data analytics industry is projected to create over 11 million jobs by 2026.
- 90% – Around 90% of Banking, Financial Services, and Insurance (BFSI) organizations are investing in analytics solutions. (Source: McKinsey & Company)
- USD 2 billion – The Digital India program, valued at USD 2 billion, aims to foster data-driven governance and promote analytics adoption across sectors. (Source: Ministry of Electronics & IT)
- USD 30.2 billion by 2028 – The retail and e-commerce analytics market is projected to grow significantly, from USD 8.7 billion in 2023 to USD 30.2 billion by 2028.

PROGRAMME MODULES

- MODULE 1 – FOUNDATIONS TO DATA SCIENCE AND BUSINESS ANALYTICS (4 COURSES)
- MODULE 2 – TECHNOLOGIES IN DATA SCIENCE & BUSINESS ANALYTICS (4 COURSES)
- MODULE 3 – ADVANCED BUSINESS ANALYTICS TECHNIQUES (4 COURSES)
- MODULE 4 – UNBOXING THE APPLICATIONS OF BUSINESS ANALYTICS AND DATA SCIENCE (2 COURSES + 1 CAPSTONE PROJECT)

PROGRAMMING LANGUAGES
AND ANALYTICAL TOOLS
COVERED



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ADMISSION PROCESS

ELIGIBILITY

Applicants should have passed an undergraduate degree from a recognized institution.

APPLICATION PROCESS



STEP 1

Fill the online application form by providing your details.
(erp.tsm.ac.in/applynow)



STEP 2

Shortlisted candidates will be required to take Aptitude test, written test and personal interview.



STEP 3

Selected candidates will be provided with an offer for admission.

PROGRAM FEE

- Course Fees - INR 1,50,000/-
- Bank Loan Facilitation
(Fee can be paid in 4 installments every 3 months)
- Hostel & Mess Facilitation
(Available at additional cost)

APPLICATION FEE

- Rs 1500/-

SCAN HERE TO APPLY



<https://tsm.ac.in/programs/business-analytics/>