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(Accredited by NAAC with Grade A+)

GU/Acad –PG/BoS - GU-ART /2025-26/748 Date: 05/02/2026

CIRCULAR

The approved syllabus of the Goa University-Admission Ranking Test (GU-ART) for **Post Graduate Diploma in Business Intelligence and Technologies** Programme is attached herewith.

The Dean/Vice-Dean (Academic) of the Goa Business School and the Principals of all the affiliated Colleges are requested to take note of the above and bring the contents of this Circular to the notice of all concerned, including students aspiring to pursue the Master's Programmes.

ASHWIN V LAWANDE Digitally signed by ASHWIN V LAWANDE Date: 2026.02.05 17:01:20 +05'30'

(Ashwin V. Lawande)
Deputy Registrar – Academic

To,
1. The Dean, Goa Business School, Goa University.
2. The Vice-Dean (Academic), Goa Business School, Goa University.
3. Principals of all the affiliated Colleges.

Copy to:
1. Controller of Examinations, Goa University.
2. Assistant Registrar (Admissions), Goa University.
3. Assistant Registrar Examinations (UG/PG), Goa University.
4. Director, Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

GOA UNIVERSITY

SYLLABUS FOR GOA UNIVERSITY-ADMISSIONS RANKING TEST (GU-ART) FOR POST GRADUATE DIPLOMA IN BUSINESS INTELLIGENCE AND TECHNOLOGIES PROGRAMME

Effective from AY: 2026-2027

Modules	Content
Module 1:	**Analytical Ability & Logical Reasoning**
	1.1. Logic: Series (number/alphanumeric) coding/decoding, and classification. 1.2. Quantitative Aptitude: Ratio and proportion, percentage, profit and loss, interest, and averages. 1.3. Time & Distance: Problems on time and work, speed, distance, and calendar/clock problems.
Module 2:	**C Programing**
	2.1. The C Character Set 5 2.2. Constants, Variables and Keywords 2.3. Input and Output 2.4. The Decision Control Structure 2.5. The Loop Control Structure 2.6. The Case Control Structure
Module 3:	**Data Structures**
	3.1. Introduction to data structure 3.2. Basic knowledge of data structures such as Stack, Queues, Trees, Graphs
Module 4:	**Database System Concepts**
	4.1. Characteristics of the Database Approach 4.2. Data Models 4.3. Structured Query Language 4.4. Classification of Database Management Systems
Module 5:	**Web Technologies**
	5.1. The Internet 5.2. World Wide Web 5.3. Basic Internet Protocols 5.4. World Wide Web Infrastructure

Module 6:	**Business Environment** 6.1. Concept; Meaning; Nature of Business Environment; Business Today; Types of Environment; Competitive 6.2. Structures of Industries
References/ Readings:	1. Aggarwal, R. S. (2018). *A modern approach to logical reasoning* (Revised ed.). S. Chand Publishing. 2. Kanetkar, Y. P. (2004). *Let us C* (5th ed.). BPB Publications. 3. Lipschutz, S. (2011). *Data structures with C*. Tata McGraw-Hill Education. 4. Elmasri, R., & Navathe, S. B. (2016). *Fundamentals of database systems* (7th ed.). Pearson. 5. Jackson, J. C. (2007). *Web technologies: A computer science perspective*. Pearson Prentice Hall. 6. Cherunilam, F. (2021). *Business environment: Text and cases* (26th ed.). Himalaya Publishing House.