

| Name of the School : School of Business Management<br>Proposed structure of : Master of Business Administration (BUSINESS ANALYTICS) I year, Academic Year 2025-2026<br>Batch 2025 - 2027 |   |           |        |  |             |        |                                    |             |
|---|---|-----------|--------|--|-------------|--------|------------------------------------|-------------|
|   | Trimester - I                             |           |        | Trimester - II                               |             |        | Trimester - III                    |             |
| Sr.No.  | Course Name                               | Credits   | Sr.No. | Course Name                                  | Credits     | Sr.No. | Course Name                        | Credits     |
| 1   | Managerial Communication – I              | 1.5       | 1      | Ethical Issues in Management                 | 1.5         | 1      | Strategic Management               | 3           |
| 2   | Principles of Economics                   | 3         | 2      | Managerial Communication – II                | 1.5         | 2      | Business Communication & Analysis  | 1.5         |
| 3   | Financial & Management Accounting         | 3         | 3      | Corporate Finance                            | 3           | 3      | Product Management                 | 3           |
| 4   | Organisational Behaviour                  | 3         | 4      | AI for Business                              | 1.5         | 4      | Analytics Project                  | 3           |
| 5   | Marketing Management                      | 3         | 5      | Business Research Methods                    | 1.5         | 5      | Machine Learning Algorithm - I     | 3           |
| 6   | Data Management                           | 3         | 6      | Story Telling with Data                      | 3           | 6      | Natural Language Processing        | 1.5         |
| 7   | Programming for Analytics - I             | 1.5       | 7      | Programming for Analytics - II               | 1.5         | 7      | Time Series Analysis               | 1.5         |
| 8   | Statistical Inference for Decision Making | 3         | 8      | Multivariate Data Analysis                   | 3           | 8      | Production & Operations Management | 3           |
|   |   |           | 9      | Optimization Modeling for Business Decisions | 3           |        |                                    |             |
|   |   |           |        |  |             |        |                                    |             |
|   |   |           |        | (Non-Credit Compulsory Workshops)            |             |        |                                    |             |
|   |   |           | 1      | Placement Preparatory Workshops              | 0           |        |                                    |             |
|   | <b>Total</b>                              | <b>21</b> |        | <b>Total</b>                                 | <b>19.5</b> |        | <b>Total</b>                       | <b>19.5</b> |

Total credit courses - 23 nos - 60 credits

Total Non credit compulsory workshop - 1 no - 0 credits

Total credits in first year - 60 credits



Dr. Chandrima Sikdar  
Vice Dean

Dr. Justin Paul  
Dean, SBM & Provost Management Education

| Name of the School : School of Business Management<br>Proposed structure of : Master of Business Administration (BUSINESS ANALYTICS) II year, Academic Year 2026-2027<br>Batch 2025 - 2027 |                                   |         |        |                                       |         |        |   |         |
|--|-----------------------------------|---------|--------|---------------------------------------|---------|--------|---|---------|
|  | Trimester - IV                    |         |        | Trimester - V                         |         |        | Trimester - VI                                |         |
| Sr.No.   | Course Name                       | Credits | Sr.No. | Course Name                           | Credits | Sr.No. | Course Name                                   | Credits |
| 1  | Machine Learning Algorithm - II   | 1.5     | 1      | Data Privacy, Security & Governance   | 3       | 1      | Capstone Business Simulation                  | 3       |
| 2  | Big Data Analytics                | 3       | 2      | Cloud Computing                       | 3       | 2      | Leadership & Change Management                | 3       |
| 3  | Corporate Sustainability          | 1.5     | 3      | Generative AI & Prompt Design         | 1.5     |        |   |         |
| 4  | Human Resource Management         | 1.5     |        |                                       |         |        | Electives (Any 2) *                           |         |
| 5  | Supply Chain Management           | 3       |        | Electives (Any 2) *                   |         | 1      | Consumer Analytics                            | 3       |
| 6  | Project Management                | 1.5     | 1      | People Analytics                      | 3       | 2      | Derivatives & Risk Analytics                  | 3       |
| 7  | Social Media Analytics            | 3       | 2      | Marketing Analytics                   | 3       | 3      | Agentic AI and Quantum Computing for Business | 3       |
| 8  | Deep Learning                     | 1.5     | 3      | Investment & Portfolio Analytics      | 3       | 4      | Fintech                                       | 3       |
|  | (Non-Credit Compulsory Workshops) |         | 4      | Building Digital Transformation       | 3       | 5      | Entrepreneurship Management                   | 3       |
| 1  | Model Deployment Tools            | -       | 5      | Supply Chain Analytics                | 3       |        |   |         |
| 2  | *Summer Internship                | -       |        | (Non-Credit Compulsory Workshops)     |         |        |   | -       |
|  |                                   |         | 1      | AutoML - KNIME                        | -       |        |   |         |
|  |                                   |         | 2      | Industry Specific Analytics Workshops | -       |        |   |         |
|  | Total                             | 15      |        | Total                                 | 15      |        | Total   | 12      |

Total credit courses - 17 nos - 42 credits

Total Non credit compulsory workshop - 4 no - 0 credits

Total credits in second year - 42 credits

Total Programme credit = 102 credits

*Chandrima Sikdar*

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