

School of Business Management
Course Structure of MBA (BUSINESS ANALYTICS) Program (AY 2024-25)
Batch 2024-25

TRIMESTER - I				TRIMESTER - II				TRIMESTER - III			
S. No.	Course Name	Area	Credits	S. No.	Course Name	Area	Credits	S. No.	Course Name	Area	Credits
1	Data Management	ODS	3.00	1	Story Telling with Data	ODS	3.00	1	Machine Learning Algorithm - I	ODS	3.00
2	Programming for Analytics - I	ODS	1.50	2	Programming for Analytics - II	ODS	1.50	2	Time Series Analysis	ODS	1.50
3	Statistical Inference for Decision Making	ODS	3.00	3	Multivariate Data Analysis	ODS	3.00	3	Natural Language Processing	ODS	1.50
4	Marketing Management	MKT	3.00	4	Optimization Modeling for Business Decisions	ODS	3.00	4	Analytics Project	ODS	3.00
5	Managerial Communication - I	COM	1.50	5	Corporate Finance	FIN	3.00	5	Strategic Management	BES	3.00
6	Financial and Management Accounting	FIN	3.00	6	Human Resource Management	HRBS	1.50	6	Business Communication & Analysis	COM	1.50
7	Principles of Economics	ECO	3.00	7	Business Research Methods	MKT	1.50	7	Production & Operations Management	ODS	3.00
8	Organisational Behaviour	HRBS	3.00	8	Managerial Communication - II	COM	1.50	8	Product Management	MKT	3.00
				9	Ethical Issues in Management	BES	1.50				
Total			21.00	Total			19.50	Total			19.50

Summer Internship Program (SIP)
10 Weeks - April to June

Total Credit courses - 25 nos. = 60 credits Total Compulsory
Total Non-credit SIP - 01 no. - 0 credit
Total Credits - MBA (BUSINESS ANALYTICS) Year 1 - 60 credits

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TRIMESTER - IV			
S. No.	Course Name	Area	Credits
1	Machine Learning Algorithm - II	ODS	1.50
2	Big Data Analytics	ODS	3.00
3	Corporate Sustainability	BES	1.50
4	AI for Business	ODS	1.50
5	Supply Chain Management	ODS	3.00
6	Project Management	ODS	1.50
7	Social Media Analytics	ODS	3.00
	(Non-Credit Compulsory Workshops)		
1	Model Deployment Tools	ODS	-
2	Placement Preparatory Workshops	HRBS	-
Total			15.00

TRIMESTER - V			
S. No.	Course Name	Area	Credits
1	Deep Learning	ODS	1.50
2	Data Privacy, Security & Governance	BES	3.00
3	Cloud Computing	ODS	3.00
4	Entrepreneurship Management	BES	1.50
	Electives (Any two)		
1	People Analytics	HRBS	3.00
2	Marketing Analytics	MKT	3.00
3	Investment & Portfolio Analytics	FIN	3.00
4	Building Digital Transformation	ODS	3.00
5	Supply Chain Analytics	ODS	3.00
	(Non-Credit Compulsory Workshops)		
1	AutoML - KNIME	ODS	-
2	Industry Specific Analytics Workshops	ODS	-
Total			15.00

TRIMESTER - VI			
S. No.	Course Name	Area	Credits
1	Capstone Business Simulation	ODS	3.00
2	Leadership & Change Management	HRBS	3.00
	Electives (Any two)		
1	Consumer Analytics	MKT	3.00
2	Derivatives & Risk Analytics	FIN	3.00
3	Generative AI	ODS	3.00
4	Fintech	ODS	3.00
5	Econometrics	ECO	3.00
	(Non-Credit Compulsory Workshops)		
1	Entrepreneurship	BES	-
Total			12.00

In Trim-V, each student has to finish 15 credits.

In Trim-VI, each student has to finish 12 credits.

Student can choose any two electives from Trimester V & VI.

Total Credit courses - 17 nos. = 42 credits Total Compulsory

Total Non-credit Compulsory Workshops - 05 nos. - 0 credit

Total Credits - MBA(BUSINESS ANALYTICS) Year 2 - 42 credits

Total Credits - MBA (BUSINESS ANALYTICS) Year 1 & Year 2 - 102 credits