

School of Business Management
Proposed Structure of MBA (BUSINESS ANALYTICS) Program (AY 2023-24)
Batch 2023-25

| TRIMESTER - I | | |
|---------------|---|--------------|
| S. No. | Course Name | Credits |
| 1 | Data Management | 3.00 |
| 2 | Programming for Analytics - I | 1.50 |
| 3 | Statistical Inference for Decision Making | 3.00 |
| 4 | Marketing Management | 3.00 |
| 5 | Managerial Communication - I | 1.50 |
| 6 | Financial & Management Accounting | 3.00 |
| 7 | Principles of Economics | 3.00 |
| 8 | Organisational Behaviour | 3.00 |
| | | |
| Total | | 21.00 |

| TRIMESTER - II | | |
|----------------|--|--------------|
| S. No. | Course Name | Credits |
| 1 | Story Telling with Data | 3.00 |
| 2 | Programming for Analytics - II | 1.50 |
| 3 | Multivariate Data Analysis | 3.00 |
| 4 | Optimization Modeling for Business Decisions | 3.00 |
| 5 | Corporate Finance | 3.00 |
| 6 | Human Resource Management | 1.50 |
| 7 | Business Research Methods | 1.50 |
| 8 | Managerial Communication - II | 1.50 |
| 9 | Ethical Issues in Management | 1.50 |
| Total | | 19.50 |

| TRIMESTER - III | | |
|-----------------|-------------------------------------|--------------|
| S. No. | Course Name | Credits |
| 1 | Machine Learning Algorithm - I | 3.00 |
| 2 | Time Series Analysis | 1.50 |
| 3 | Natural Language Processing | 1.50 |
| 4 | Analytics Project | 3.00 |
| 5 | Strategic Management | 3.00 |
| 6 | Business Communication & Analysis | 1.50 |
| 7 | Productions & Operations Management | 3.00 |
| 8 | Product Management | 3.00 |
| | | |
| Total | | 19.50 |

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|---|
| 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 | | | TRIMESTER - V | | | TRIMESTER - VI | | |
|----------------|-------------------------------------|--------------|---------------|-------------------------------------|--------------|----------------|--------------------------------|--------------|
| S. No. | Course Name | Credits | S. No. | Course Name | Credits | S. No. | Course Name | Credits |
| 1 | Machine Learning Algorithm - II | 1.50 | 1 | Deep Learning | 1.50 | 1 | Capstone Business Simulation | 3.00 |
| 2 | Big Data Analytics | 3.00 | 2 | Elective 1 | 3.00 | 2 | Elective 3 | 3.00 |
| 3 | Corporate Sustainability | 1.50 | 3 | Elective 2 | 3.00 | 3 | Elective 4 | 3.00 |
| 4 | AI for Business | 1.50 | 4 | Data Privacy, Security & Governance | 3.00 | 4 | Leadership & Change Management | 3.00 |
| 5 | Supply Chain Management | 3.00 | 5 | Cloud Computing | 3.00 | | | |
| 6 | Project Management | 1.50 | 6 | Entrepreneurship Management | 1.50 | | | |
| 7 | Social Networking and Web Analytics | 3.00 | | | | | | |
| Total | | 15.00 | Total | | 15.00 | Total | | 12.00 |

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