

Department of Management
Faculty of Management, Commerce and Arts
MBA Business Analytics Course Structure

Semester 1

S. No.	Semester	Programme	Course Classification (Theory /Lab/ Theorylab/ Project/Seminar)	Course Code	Course Name	L	T	P	Credit
1	I	MBA-BA	Theory	MBA6102	Managerial Economics	3	0	0	3
2	I	MBA-BA	Theory	MBA6113	Financial Accounting	3	0	0	3
3	I	MBA-BA	Theory	MBA6109	Marketing Management	3	0	0	3
4	I	MBA-BA	Theory	MBA6115	Organizational Behaviour	3	0	0	3
5	I	MBA-BA	Theorylab	MBB6102	Data Analysis in Excel	3	0	2	4

6	I	MBA-BA	Theorylab	MBB6107	Python for Data Analytics	2	0	4	4
Total Credits For the Semester									20

Semester 2

S. No.	Semester	Programme	Course Classification (Theory /Lab/ Theory lab/ Project/ Seminar)	Course Code	Course Name	L	T	P	Credit
1	II	MBA-BA	Theory	MBA 6202	Management Accounting	4	0	0	3

2	II	MBA-BA	Theory	MBB 6203	Business Communication	2	0	0	2
3	II	MBA-BA	Theory	MBA 6205	Human Resource Management	3	0	0	3
4	II	MBA-BA	TheoryLab	MBB 6206	Business Problem Solving, Insights and Storytelling	4	0	0	4
5	II	MBA-BA	TheoryLab	MBB 6202	Inferential Statistics and Hypothesis Testing	4	0	0	4
6	II	MBA-BA	TheoryLab	MBB6204	DBMS with SQL	3	0	2	4

Total Credits For the Semester									20

Semester 3

S. No.	Semester	Programme	Course Classification (Theory/Lab/Theorylab /Project/Seminar)	Course Code	Course Name	L	T	P	Credit
1	III	MBA-BA	Project	MBB 7170	Summer Internship	0	0	8	4
2	III	MBA-BA	TheoryLab	MBB 7104	Exploratory Data Analysis	3	0	2	4
3	III	MBA-BA	TheoryLab	MBB 7105	Data Visualisation and Business Intelligence	3	0	2	4
4	III	MBA-BA	Theory	MBB 7106	Financial Management	3	0	0	3
5	III	MBA-BA	Theory	MBB 7107	Operations Management	3	0	0	3
6	III	MBA-BA	TheoryLab	Finance: MBA7158	Financial Modelling	2	0	2	3

7	III	MBA-BA	TheoryLab	Finance: MBA7159	Security Analysis and Portfolio Management	2	0	2	3
8	III	MBA-BA	TheoryLab	Finance: MBA7160	Fixed Income Securities	3	0	0	3
9	III	MBA-BA	TheoryLab	Finance: MBA7161	Banking and Insurance	3	0	0	3
10	III	MBA-BA	TheoryLab	Finance: MBA7162	Financial Services	3	0	0	3
11	III	MBA-BA	TheoryLab	Finance: MBA7163	Financial Analytics	2	0	2	3
12	III	MBA-BA	TheoryLab	Finance: MBA7164	Financial Statement Analysis	2	0	2	3
13	III	MBA-BA	TheoryLab	Finance: MBA7165	Corporate Valuation	3	0	0	3
14	III	MBA-BA	TheoryLab	Finance: MBA7166	Managerial perspective to Direct Taxes	2	0	2	3
15	III	MBA-BA	Theory	HRM: MBA7148	Human Resource Planning	3	0	0	3
16	III	MBA-BA	Theory	HRM:MBA7157	Performance Management	3	0	0	3
17	III	MBA-BA	Theory	HRM:MBA7150	Compensation Management	3	0	0	3
18	III	MBA-BA	Theory	HRM:MBA7151	HR Processes and Practices	3	0	0	3
19	III	MBA-BA	Theory	HRM:MBA7152	Recruitment and Selection	3	0	0	3
20	III	MBA-BA	Theory	HRM:MBA7153	Labor Laws	3	0	0	3
21	III	MBA-BA	Theory	HRM:MBA7154	Managing Diversity in Organizations	3	0	0	3

22	III	MBA-BA	Theory	HRM:MBA7155	Negotiation Techniques	3	0	0	3
23	III	MBA-BA	Theory	HRM:MBA7156	Economics of HRM	3	0	0	3
24	III	MBA-BA	Theory	HRM:MBA7149	Conflict Management	3	0	0	3
25	III	MBA-BA	Theory	HRM: MBA7176	Talent Acquisition	3	0	0	0
26	III	MBA-BA	Theory	Marketing:MBA714 1	Consumer Behaviour	3	0	0	3
27	III	MBA-BA	Theory	Marketing:MBA714 2	Sales and Distribution Management	3	0	0	3
28	III	MBA-BA	Theory	Marketing:MBA714 3	Marketing Channels	3	0	0	3
29	III	MBA-BA	Theory	Marketing:MBA714 4	Product and Brand Management	3	0	0	3
30	III	MBA-BA	TheoryLab	Marketing:MBA714 5	Digital Marketing	2	0	2	3
31	III	MBA-BA	Theory	Marketing:MBA714 6	Services Marketing	3	0	0	3
32	III	MBA-BA	Theory	Marketing:MBA714 7	Rural Marketing	3	0	0	3
33	III	MBA-BA	Theory	Marketing: MBA7177	Advertising and Promotion Management	3	0	0	3
Total Credits For the Semester									24

Code	Course Name	L	T	P	C
MBB 7170	Summer Internship	0	0	8	4

MBB 7104	Exploratory Data Analysis	3	0	2	4
MBB 7105	Data Visualisation and Business Intelligence	3	0	2	4
MBB 7106	Financial Management	3	0	0	3
MBB 7107	Operations Management	3	0	0	3
MBB****	Elective	(2*3)6 Credits			6
Total					24

Semester 4

S. No.	Semester	Programme	Course Classification (Theory/Lab/Theorylab/ Project/Seminar)	Course Code	Course Name	L	T	P	Credit
1	IV	MBA-BA	Project	MBB7270	Dissertation	0	0	12	6
2	IV	MBA-BA	Theory	MBB7205	Strategic Management	3	0	0	3
3	IV	MBA-BA	Theory	MBA7202	Business Ethics & Corporate Governance	3	0	0	3
4	IV	MBA-BA	TheoryLab	MBB7203	Predictive Analytics and Introduction to ML	3	0	2	4
5	IV	MBA-BA	TheoryLab	MBB7206	Big Data Analytics and Data Strategy for Business	3	0	2	4
6	IV	MBA-BA	Theory	Finance:MBA7254	International Financial Management	3	0	0	3

7	IV	MBA-BA	TheoryLab	Finance:MBA7255	Financial Risk Management	2	0	2	3
8	IV	MBA-BA	TheoryLab	Finance:MBA7256	Project & Infrastructure Finance	2	0	2	3
9	IV	MBA-BA	Theory	Finance:MBA7257	Behavioral Finance	3	0	0	3
10	IV	MBA-BA	Theory	Finance:MBA7258	Strategic Cost Management	3	0	0	3
11	IV	MBA-BA	TheoryLab	Finance:MBA7259	Managerial Perspective to GST	2	0	2	3
12	IV	MBA-BA	TheoryLab	Finance:MBA7260	Financial Econometrics	2	0	2	3
13	IV	MBA-BA	TheoryLab	Finance:MBA7263	Investment Banking	3	0	0	3
14	IV	MBA-BA	TheoryLab	Finance:MBA7264	Derivates & Financial Risk Management	3	0	0	3
15	IV	MBA-BA	Theory	HRM:MBA7246	HR Analytics	2	0	2	3
16	IV	MBA-BA	Theory	HRM:MBA7247	Organization Change & Development	3	0	0	3
17	IV	MBA-BA	Theory	HRM:MBA7248	Training and Development	3	0	0	3
18	IV	MBA-BA	Theory	HRM:MBA7249	Industrial Relations	3	0	0	3
19	IV	MBA-BA	Theory	HRM:MBA7250	Competency Mapping	3	0	0	3
20	IV	MBA-BA	Theory	HRM:MBA7251	HR Issues in Corporate Restructuring	3	0	0	3
21	IV	MBA-BA	Theory	HRM:MBA7252	Positive Organization Behaviour	3	0	0	3
22	IV	MBA-BA	TheoryLab	HRM:MBA7253	Learning Organizations	3	0	0	3
23	IV	MBA-BA	Theory	Marketing:MBA7240	Marketing Research	2	0	2	3
24	IV	MBA-BA	Theory	Marketing:MBA7241	Retail and Merchandise Management	3	0	0	3

25	IV	MBA-BA	Theory	Marketing:MBA7242	Strategic Marketing	3	0	0	3
26	IV	MBA-BA	Theory	Marketing:MBA7243	B2B Marketing	3	0	0	3
27	IV	MBA-BA	Theory	Marketing:MBA7244	Integrated Marketing Communication	3	0	0	3
28	IV	MBA-BA	Theory	Marketing:MBA7245	Marketing Analytics	2	0	2	3

Total Credits For the Semester							26
	Code	Course Name	L	T	P	C	
	MBB 7270	Dissertation	0	0	12	6	
	MBB 7205	Strategic Management	3	0	0	3	
	MBA 7202	Business Ethics & Corporate Governance	3	0	0	3	
	MBB 7203	Predictive Analytics and Introduction to ML	3	0	2	4	
	MBB7206	Big Data Analytics and Data Strategy for Business	3	0	2	4	
	MBB****	Elective	(2*3)6 Credits			6	
	Total					26	