

**PROGRAMME STRUCTURE OF MBA-BUSINESS ANALYTICS  
(2021-23 BATCH)**

	<b>SUBJECT &amp; CODE</b>	<b>CREDIT</b>
<b>A</b>	<b>IMMERSION COURSE</b>	
	Elementary Mathematics and Statistics Principles of Management Oral Proficiency for Managers Basic Financial Accounting Economics Understanding Self	<b>0</b>
<b>B</b>	<b>SEMESTER-I</b>	
	<b>BA-101</b> Accounting for Decision Making	4
	<b>BA-102</b> Managerial Economics	4
	<b>BA-103</b> Marketing Management	4
	<b>BA-104</b> Organizational Behaviour	4
	<b>BA-105</b> Statistics for Management	4
	<b>BA-106</b> Business Communication	4
	<b>BA-107</b> Management Information System	4
	<b>BA-108</b> Research Methodology	4
	<b>BA-109</b> Leadership	2
	<b>BA-110</b> Developing Self for Corporate Readiness-I	2
	<b>Total Credit Semester-I</b>	<b>36</b>
<b>C</b>	<b>SEMESTER-II</b>	
	<b>BA-201</b> Human Resource Management	2
	<b>BA-202</b> Cost and Management Accounting	2
	<b>BA-203</b> Macroeconomics for Business Decision Making	4
	<b>BA-204</b> Financial Management	4
	<b>BA-205</b> Strategic Marketing	4

	<b>BA-206</b> Production and Operations Management	4
	<b>BA-207</b> Advance Business Communication	4
	<b>BA-208</b> Decision Modelling and Optimization	4
	<b>BA-209</b> Machine Learning with Business Applications	4
	<b>BA-210</b> Developing Self for Corporate Readiness-II	2
	<b>BA-211</b> Social Immersion Project	4
	<b>Total Credit Semester - II</b>	<b>38</b>
<b>D</b>	<b>SEMESTER-III</b>	
	<b>BA-301</b> Responsible Business	2
	<b>BA-302</b> Design Thinking and Entrepreneurship	4
	<b>BA-303</b> Artificial Intelligence and Deep Learning	2
	<b>BA-304</b> Developing Self for Corporate Readiness-III	2
	<b>BA-305</b> Advanced Database Technology	4
	<b>BA-306</b> Social Media Analytics	4
	<b>BA-307</b> Data Mining and Business Intelligence	4
	<b>BA-308</b> Cloud Computing and Applications	4
	<b>BA-309</b> Statistical Data Modelling using R	4
	<b>BA-310</b> Summer Internship Project	4
	<b>Total Credit Semester - III</b>	<b>34</b>
<b>E</b>	<b>SEMESTER-IV</b>	
	<b>BA-401</b> Strategic Management	4
	<b>BA-402</b> Business Law and IPR Management	4
	<b>BA-403</b> Big Data Analytics	4
	<b>BA-404</b> CAPSTONE Business Simulation	2
	<b>BA-405</b> Developing Self for Corporate Readiness – IV	2
	<b>BA-406</b> Internet of Things (IoT) and Applications	4
	<b>BA-407</b> Text Mining and Mobile Analytics	2

	<b>BA-408</b> Project Management	4
	<b>BA-409</b> Industrial Visits	2
	<b>BA-410</b> Activity Based Self Learning	2
	<b>KNOWLEDGE ENHANCEMENT COURSE (SELECT ONE)</b>	2
	<b>BA-411</b> Financial Risk Analytics	
	<b>BA-412</b> IT Security and Risk Management	
	<b>BA-413</b> Supply Chain Analytics	
	<b>BA-414</b> Marketing Analytics	
	<b>BA-415</b> HR Analytics	
	<b>Total Credit Semester -IV</b>	<b>32</b>
	<b>TOTAL CREDITS</b>	<b>140</b>