

**MASTER OF BUSINESS ADMINISTRATION  
(BUSINESS ANALYTICS)**

**Regulations 2024  
Program Structure**

**SEMESTER I**

S.No.	Course Code	Name of the Course	L	T	P	C
1	MBG24101T	Managerial Economics	3	0	0	3
2	MBG24102T	Financial Reporting Analysis	3	0	0	3
3	MBG24103T	Marketing Management	3	0	0	3
4	MBG24104T	Quantitative Analysis Techniques	3	0	0	3
5	MBG24105TA	Organizational Behaviour	2	0	0	2
6	MBG24106T	Legal and Ethical Business Environment	2	0	0	2
7	MBG24107T	Operations Management	3	0	0	3
8	MBG24108L	Programming Languages for Business Decisions (Practical)	0	0	4	2
9	MBG24109L	Professional Upskilling	0	0	4	2

**SEMESTER II**

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24201T	Management Accounting	3	0	0	3
2	MBG24202T	Applied Marketing	2	0	0	2
3	MBG24203T	Human Resources Management	2	0	0	2
4	MBG24204T	Corporate Finance	2	0	0	2
5	MBG24205T	Research Methodology and Statistical Analysis	3	0	0	3
6		Functional Elective 1	3	0	0	3
7		Functional Elective 2	3	0	0	3
8	MBG24206L	Business Analytics (Practical)	0	0	4	2
9	MBG24207L	Personal Effectiveness and Leadership	0	0	4	2
		<b>Total Credits</b>				<b>22</b>

### SEMESTER III

S. No.	Course Code	Name of the Course	L	T	P	C
1	MBG24301T	Strategic Management	2	0	0	2
2	MBG24302T	Artificial Intelligence for Business	3	0	0	3
3		Functional Elective 3	3	0	0	3
4		Functional Elective 4	3	0	0	3
5		Functional Elective 5	3	0	0	3
6	MBG24303L	Main Project	0	0	16	8
		<b>Total Credits</b>				<b>22</b>

### SEMESTER IV

S. No.	Course Code	Name of the Course	L	T	P	C
1		Functional Elective 6	3	0	0	3
2		Functional Elective 7	3	0	0	3
3		Functional Elective 8	3	0	0	3
4		Functional Elective 9	3	0	0	3
5		Functional Elective 10	3	0	0	3
6		Functional Elective 11	3	0	0	3
7		Functional Elective 12	3	0	0	3
		<b>Total Credits</b>				<b>21</b>
		<b>Overall Credits</b>				<b>88</b>

## BUSINESS ANALYTICS FUNCTIONAL ELECTIVES

Sl. No.	Course Code	Name of the Course	L	T	P	C
1	MBL24L01L	Machine Learning and Applications	0	0	6	3
2	MBL24L02L	Marketing Analytics	0	0	6	3
3	MBL24L03L	Data Mining for Business Intelligence	0	0	6	3
4	MBL24L04L	Data Visualization for Business	0	0	6	3
5	MBL24L05L	Big Data with Hadoop	0	0	6	3
6	MBL24L06L	Finance and Risk Analytics	0	0	6	3
7	MBL24L07L	HR Analytics	0	0	6	3
8	MBL24L08L	Operations and Supply Chain Analytics	0	0	6	3
9	MBL24L09T	Healthcare Analytics	3	0	0	3
10	MBL24L10T	Web and Social Media Analytics	3	0	0	3
11	MBL24L11L	Forecasting Techniques	0	0	6	3
12	MBL24L12L	Deep Learning	0	0	6	3
13	MBL24L13L	Natural Language Processing	0	0	6	3
14	MBL24L14L	Predictive Analytics	0	0	6	3