



School of Entrepreneurship & Management

M.B.A. (Business Analytics)

Semester – I

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	MBBA 1611	Foundations of Management & Organizational Behavior	4	0	0	4	4
2.	MBBA 1612	Managerial Economics	4	0	0	4	4
3.	MBBA 1613	Financial Reporting & Performance Analysis	3	1	0	4	4
4.	MBBA 1614	Legal & Business Environment	4	0	0	4	4
5.	MBBA 1615	Quantitative Techniques for Managers	3	1	0	4	4
6.	MBBA 1616	Business Communication	1	0	1	3	2
7.	MBBA 1617	Business Research Methods	3	1	0	4	4
8.	MBBA 1618	Computer Applications for Business	0	0	1	3	2
TOTAL			22	3	2	29	27

Semester – II

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	MBBA 1621	Human Resource Management	4	0	0	4	4
2.	MBBA 1622	Financial Management	3	1	0	4	4
3.	MBBA 1623	Marketing Management	4	0	0	4	4
4.	MBBA 1624	Operations Management	4	0	0	4	4
5.	MBBA 1625	Entrepreneurship Development	3	0	0	3	3
6.	MBBA 1626	Corporate Strategy	4	0	0	4	4
7.	MBBA 1627	Analytics for Business Decision making	2	0	1	4	3
8.	MBBA 2621	Managerial Skills for Effectiveness	0	0	1	2	1
TOTAL			24	1	2	29	27

Semester – III

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	MBBA 1631	Advanced Statistical Methods	3	0	1	5	4
2.	MBBA 1632	Foundations of Data Science	3	0	1	5	4
3.	MBBA 1633	Predictive Analytics	3	0	1	5	4
4.	MBBA 1634	Analytics for Competitive Advantage	3	0	1	5	4
5.	PEBA 163#	PSE I	4	0	0	4	4
6.	PEBA 163#	PSE II	4	0	0	4	4
7.	MBBA 2631	Business Simulation	0	0	2	4	2
TOTAL			20	0	6	32	26

Program Specific Electives (PSE) offered in Semester – III:

Sl. No	Course Code	Course Title
1.	PEBA 1631	Project Management
2.	PEBA 1632	Data Visualization and Communication
3.	PEBA 1633	Operations Research Models
4.	PEBA 1634	Models in Marketing
5.	PEBA 1635	Financial Risk Models

Semester – IV

Sl. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	PEBA 164#	PSE III	4	0	0	4	4
2.	PEBA 164#	PSE IV	4	0	0	4	4
3.	PEBA 164#	PSE V	4	0	0	4	4
4.	MBBA 5621	Project Work & Viva-Voce					8
TOTAL			12	0	0	12	20

Program Specific Electives (PSE) offered in Semester – IV:

Sl. No	Course Code	Course Title
1.	PEBA 1641	Financial Analytics
2.	PEBA 1642	Analytics for HR
3.	PEBA 1643	Supply Chain Analytics
4.	PEBA 1644	Analytics for Marketing
5.	PEBA 1645	Analytics for Retail Industry
6.	PEBA 1646	Analytics for Investment Banking
7.	PEBA 1647	Analytical Models in Finance

Total No. of Credits: 100