

STUDY & EVALUATION SCHEME
MBA-(BUSINESS ANALYTICS)
I YEAR: I SEMESTER

S.NO.	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C
CORE COURSE									
1	MEM1001	Managerial Economics	3	-	-	40	60	100	3
2	MCM1005	Accounting and Financial Analysis	3	1	-	40	60	100	4
3	MMG1012	Organizational Behavior	3	-	-	40	60	100	3
4	MMG1013	Marketing Management	3	1	-	40	60	100	4
5	MMG1014	Computer Applications in Management	3	-	-	40	60	100	3
6	MMG1001	Principles & Practices of Management	3	-	-	40	60	100	3
BUSINESS ANALYTICS- IBM									
1	MMG1701	Analytics for All	2	-	2	40/80 (Avg.60)	60/20 (Avg.40)	100	3
2	MMG1702	Python	2	-	4	40/80 (Avg.60)	60/20 (Avg.40)	100	4
AECC									
1	MMG1025	Managerial Communication	3	1	-	40	60	100	3
2	MMG1016	Quantitative Techniques	3	1	-	40	60	100	4
SEC									
1	MMG1501	Software Application in Management – I	-	-	2	80	20	100	1
TOTAL			28	4	8	520	580	1100	35

L – Lecture

T – Tutorial

P – Practical

SEC- Skills Enhancements Courses

AECC- Ability Enhancement Credit Courses

C- Credit

STUDY & EVALUATION SCHEME
MBA-(BUSINESS ANALYTICS)
I YEAR: II SEMESTER

S.NO.	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C
CORE COURSE									
1	MMG2001	Research Methodology	3	1	-	40	60	100	4
2	MMG2002	Human Resource Management	3	-	-	40	60	100	3
3	MMG2003	Business Environment	3	-	-	40	60	100	3
4	MCM2003	Financial Management	3	1	-	40	60	100	4
5	MMG2020	Innovation and Entrepreneurship	3	-	-	40	60	100	3
6	MMG2006	Production and Operations Management	3	-	-	40	60	100	3
7	MMG2007	Legal Aspects of Business	3	-	-	40	60	100	3
BUSINESS ANALYTICS- IBM									
1	MMG2701	Business Intelligence	2	-	4	40/80 (Avg.60)	60/20 (Avg.40)	100	4
2	MMG2702	Design Thinking	2	-	2	40/80 (Avg.60)	60/20 (Avg.40)	100	3
SEC									
1	MMG2503	Software Application in Management – II	-	-	2	80	20	100	1
2	MMG2501	Soft Skill	-	-	2	100	-	100	1
3	MAP2501	Aptitude & Reasoning and Online Test	-	-	2	100	-	100	1
4	MMG2504	Industrial Visit	-	-	-	100	-	100	1
5	MMG2505	Comprehensive Viva - 1	-	-	-	-	100	100	1
TOTAL			22	2	12	740	560	1300	32

L – Lecture

T – Tutorial

P – Practical

SEC- Skills Enhancements Courses

AECC- Ability Enhancement Credit Courses

C- Credit

STUDY & EVALUATION SCHEME
MBA-(BUSINESS ANALYTICS)
II YEAR: III SEMESTER

S.NO.	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C
CORE COURSE									
1	MMG3001	Corporate Governance and Business Ethics	3	-	-	40	60	100	3
SPECIALIZATION COURSES									
1	----	Specialization 1- (Course 1)	3	1	-	40	60	100	4
2	----	Specialization 1- (Course 2)	3	1	-	40	60	100	4
BUSINESS ANALYTICS- IBM									
1	MMG3701	Predictive Analytics	1	-	4	40/80 (Avg.60)	60/20 (Avg.40)	100	3
2	MMG3702	Sectorial Analytics	2	-	2	40/80 (Avg.60)	60/20 (Avg.40)	100	3
AECC									
1	MMG3505	Summer Training- Project Report	-	-	2	80	20	100	3
SEC									
2	MSS3501	Soft Skill	-	-	2	100	-	100	1
3	MAP3501	Aptitude & Reasoning and Online Test	-	-	2	100	-	100	1
4	MMG3506	SPSS	-	-	2	80	20	100	1
TOTAL			12	2	14	600	300	900	23
1	Value Added/ Certification Course*	May Choose max 2 Value Added Courses form the list of Value Added Courses, Extra fee per course would be charged from the Students.	3	-	-	40	60	100	3

University Mandatory Non- Credit Courses									
1	XHUX601	Human Values and Ethics	2	-	-	100	-	100	0

STUDY & EVALUATION SCHEME

MBA-(BUSINESS ANALYTICS)
II YEAR: IV SEMESTER

S.NO.	SUBJECT CODE	SUBJECT	L	T	P	CIE	ESE	TOTAL	C
CORE COURSE									
1	MMG4001	Strategic Management	3	1	-	40	60	100	4
2	MMG4004	Entrepreneurship	2	-	-	40	60	100	2
SPECIALIZATION COURSES									
1	----	Specialization (Course 3)	3	1	-	40	60	100	4
2	----	Specialization (Course 4)	3	1	-	40	60	100	4
BUSINESS ANALYTICS- IBM									
1	MMG4701	Intelligent Bots	2	-	2	40/80 (Avg.60)	60/20 (Avg.40)	100	3
AECC									
1	MMG4506	Business Research Project	-	-	2	80	20	100	3
SEC									
1	MMG4507	Comprehensive Viva - II	-	-	-	-	100	100	1
TOTAL			13	3	4	300	400	700	21
1	Value Added/ Certification Course*	May Choose max 2 Value Added Courses form the list of Value Added Courses, Extra fee per course would be charged from the Students.	3	-	-	40	60	100	3

L – Lecture

T – Tutorial

P – Practical

SEC- Skills Enhancements Courses

AECC- Ability Enhancement Credit Courses

C- Credit

LIST OF ELECTIVE COURSES IN SPECIALIZATION

S.NO.	SPECIALIZATION	CODE	SUBJECTS	SEM
1	Marketing Management	MMG3006-MK	Sales and Retailing Management	III
		MMG3005-MK	Consumer Behavior	III
		MMG4006-MK	Integrated Marketing Communication	IV
		MMG4005-MK	Marketing of Services	IV
2	Human Resource Management	MMG3006-HR	Strategic HRM	III
		MMG3004-HR	Industrial Relation and Labor Laws	III
		MMG4007-HR	Performance and Compensation Management	IV
		MMG4008-HR	Training and Development	IV
3	Financial Management	MCM3004-FM	Security Analysis and Portfolio Management	III
		MCM3005-FM	Taxation and Tax Planning	III
		MCM4008-FM	Management Accounting for Decision Making	IV
		MCM4005-FM	Financial Institutions and Services	IV
4	Operations Management	MMG3003-OM	Logistics and Distribution Management	III
		MMG3005-OM	Production Planning and Control	III
		MMG4003-OM	Strategic Sourcing	IV
		MMG4004-OM	Operations Strategy	IV
5	International Business Management	MMG3003-IB	International Trade	III
		MMG3004-IB	Export Management and Documentation	III
		MMG4006-IB	International Logistics	IV
		MMG4003-IB	International Marketing Management	IV
6	Entrepreneurship & Family Business Management	MMG3001-ET	Business Analysis and Development Planning	III
		MMG3003-	Management of Intellectual Property Rights	III

		ET		
		MMG4001-ET	Management of funds for Small Business	IV
		MMG4002-ET	Management of MSME	IV
7	Information & Technology	MCS 3001-IT	ERP System: Technology Planning and Implementation	III
		MCS 3002-IT	Software Project Management	III
		MCS 4001-IT	Network Application and Management	IV
		MCS 4002-IT	E-Commerce Technology	IV

VALUE ADDED COURSES FROM THE UNIVERSITY

S.NO.	For Value Added	Subjects	Semester
1	MMG3003-VA	Brand Management	III
2	MMG3004-VA	Digital Marketing	III
3	MMG3011-VA	Insurance and Risk Management	III
4	MMG3015-VA	Project Management	III
5	MMG3016-VA	Cross-Cultural Management	III
6	MMG3017-VA	Finance Derivatives	III
7	MMG3018-VA	Forex Management	III
8	MMG3019-VA	Data and Information Security	III
9	MMG3020-VA	Negotiation and Conflict Resolution	III
10	MMG4003-VA	Rural Marketing	IV
11	MMG4006-VA	Online Trading of Financial Assets	IV
12	MMG4007-VA	Management of Healthcare Services	IV
13	MCM4007-VA	International Financial Management	IV
14	MMG4009-VA	Software Project Management	IV
15	MMG4011-VA	Disaster Management	IV
16	MMG4013-VA	Customer Relationship Management	IV
17	MMG4014-VA	HR Analytics	IV
18	MMG4015-VA	E-Commerce Technology	IV
19	MMG4016-VA	Digital Transformation in Financial Services	IV
20	MMG4017-VA	Behavioral Finance	IV

COURSES AND CREDIT DETAILS										
SEMESTERS	I		II		III		IV		Total	
CORE	Cours es	Cred it	Cours es	Cred it	Cours es	Cred it	Cours es	Cred it	Cours es	Cred it
	6	20	6	20	1	3	2	6	15	49
SPECIALIZAT ION COURSES	-	-	-	-	2	8	2	8	4	16
BUSINESS ANALYTICS- IBM	2	7	2	7	2	6	1	3	7	23
AECC	2	7	-	-	3	3	1	3	6	13
SEC	1	1	5	5	3	3	1	1	10	10
TOTAL	11	35	13	32	11	23	7	21	42	111

**MBA BUSINESS ANALYTICS (IBM COURSES)
COURSE STRUCTURE OF IBM FOR MBA WITH SPECIALIZATION IN
BUSINESS ANALYTICS PROGRAM**

SEMESTER	COURSE NAME	LECTURE	LAB	CREDIT
1	Analytics for All	2	2	3
1	Python	2	4	4
2	Design thinking	2	2	3
2	Business Intelligence	2	4	4
3	Predictive Analysis	1	4	3
3	Sectorial Analytics	2	2	3
4	Intelligent Bots	2	2	3
	Total	13	20	23