# DEVI AHILYA VISHWAVIDYALAYA, INDORE

## SCHOOL OF DATA SCIENCE AND FORECASTING

**PROGRAM CODE:** DS5A

**PROGRAM TITLE:** MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

- BUSINESS ANALYTICS

## PROGRAMME STRUCTURE

### First Semester:

| Code | Title | Credits (L T P) |
|------|-------|-----------------|
| **CORE COURSES** | | |
| DS5A-501 | Principles of Management | 3 (2-1-0) |
| DS5A-503 | Database Management | 3 (2-0-2) |
| DS5A-505 | Principles of Economics | 3 (2-1-0) |
| DS5A-507 | Probability and Statistics | 3 (2-1-0) |
| DS5A-509 | Python for Analytics | 3 (2-0-2) |
| DS5A-511 | Business Mathematics | 3 (2-1-0) |
| **ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)** | | |
| DS5A-521 | Fundamentals of Algorithms | 3 (2-0-2) |
| DS5A-523 | Decision Analysis | 3 (2-1-0) |
| **ELECTIVE GENERIC:** The students can choose following course or any other PG level generic course being run in this campus. | | |
| DS5A-541 | Business Communication | 3 (2-1-0) |
| DS5A-551 | Comprehensive Viva Voce | 4 |

### Second Semester:

| Code | Title | Credits (L T P) |
|------|-------|-----------------|
| **CORE COURSES** | | |
| DS5A-502 | Organisational Behaviour | 3 (2-1-0) |
| DS5A-504 | Operations Research | 4 (3-1-0) |
| DS5A-506 | Data Mining and Data Warehousing | 3 (2-0-2) |
| DS5A-508 | Statistical Programming in R | 3 (2-0-2) |
| DS5A-510 | Supply Chain Management | 3 (2-1-0) |
| DS5A-512 | Spreadsheet Modelling | 2 (0-0-4) |
| **ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)** | | |
| DS5A-522 | Marketing Management | 3 (2-1-0) |
| DS5A-524 | Financial Management | 3 (2-1-0) |
| **ELECTIVE GENERIC:** The students can choose one of the following courses or any other PG level generic course being run in this campus. | | |

| DS5A-542 | Digital Marketing | 3 (2-0-2) |
| DS5A-544 | Financial Modelling | 3 (2-0-2) |
| DS5A-552 | Comprehensive Viva Voce | 4 |

## Third Semester:

| Code | Title | Credits (L T P) |
| --- | --- | --- |
| **CORE COURSES** | | |
| DS5A-601 | Forecasting Methods | 3 (2-1-0) |
| DS5A-603 | Machine Learning | 3 (2-0-2) |
| DS5A-605 | Research Methodology | 3 (2-1-0) |
| DS5A-607 | Data Visualization | 3 (2-0-2) |
| **ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)** | | |
| DS5A-621 | Marketing Analytics | 4 (2-1-2) |
| DS5A-623 | Financial Analytics | 4 (2-1-2) |
| **ELECTIVE GENERIC:** The students can choose one of the following courses or any other PG level generic course being run in this campus. | | |
| DS5A-641 | Big Data Technologies | 4 (2-1-2) |
| DS5A-643 | Cloud Computing | 4 (3-1-0) |

| DS5A-651 | Comprehensive Viva Voce | 4 |

## Fourth Semester:

| Code | Title | Credits (L T P) |
| --- | --- | --- |
| **Project** | | |
| DS5A-602 | Major Research Project / Industry Internship | 12 |
| DS5A-652 | Comprehensive Viva Voce | 4 |

Note: The above course contents can be modified as per requirement from time to time in accordance with University Ordinance No. 14.