

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	Machine Learning	3 (2-0-2)
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.		

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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	Econometrics	3 (2-1-0)
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	Supply Chain Management	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.