

# SCHOOL OF DATA SCIENCE AND FORECASTING

## M.B.A.(BUSINESS ANALYTICS)

BATCH: 2020-22

### Programme Structure

#### **First Semester:**

Code	Title	Credits (L T P)
<b>CORE COURSES</b>		
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	Spreadsheet Modelling	2 (0-0-4)
<b>ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)</b>		
DS5A-521	Fundamentals of Algorithms	3 (2-0-2)
DS5A-523	Decision Analysis	3 (2-1-0)
<b>ELECTIVE GENERIC:</b> 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)
<b>CORE COURSES</b>		
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	Business Mathematics	3 (2-1-0)
DS5A-510	Statistical Programming in R	3 (2-0-2)
DS5A-512	Machine Learning	3 (2-0-2)
<b>ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)</b>		
DS5A-522	Marketing Management	3 (2-1-0)
DS5A-524	Financial Management	3 (2-1-0)
<b>ELECTIVE GENERIC:</b> 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)
<b>CORE COURSES</b>		
DS5A-601	Forecasting Methods	3 (2-1-0)
DS5A-603	Econometrics	3 (2-1-0)

DS5A-605	Research Methodology	4 (3-1-0)
DS5A-607	Big Data Analytics	4 (2-1-2)
DS5A-609	Data Visualization	3 (2-0-2)
<b>ELECTIVE COURSES-DISCIPLINE CENTRIC (Any One)</b>		
DS5A-621	Marketing Analytics	3 (2-0-2)
DS5A-623	Financial Analytics	3 (2-0-2)
DS5A-651	Comprehensive Viva Voce	4

**Fourth Semester:**

Code	Title	Credits (L T P)
<b>Project</b>		
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.